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ABSTRACT

As one of a series of ten bibliographies on Asian countries, this work covers the multi-disciplinary field of mass communication in the country of Korea. For the bibliography, areas such as agriculture, anthropology, community development, economics, education, law, political science, population, public administration, sociology, social psychology, and urban studies were searched for materials on relevant aspects of communication. The contents are organized according to the following topics: bibliography and reference material, communication theory and research methods, communication (general), newspapers, print media, broadcast media, film, traditional media, law of mass communication, communication in development, mass media in formal education, advertising, marketing, public relations and management, government communication, international and intercultural communication, social contexts of the media, communication technology, and mass communication periodicals. A short descriptive annotation accompanies most titles, except where the titles are adequately descriptive of the content. An author index is included. (MAI)

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MASS COMMUNICATION IN

Republic of KOREA

an annotated bibliography

Compiled by

Taeyoul Hahn

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AMIC

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

Editors:

Cristina Y. Espejo
Guy de Fontgalland

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INTRODUCTION

This bibliography series is unique in that it was compiled as a cooperative project involving partners from ten different countries in Asia. The countries are: Hongkong, India, Indonesia, Korea, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, and Taiwan, with Amic undertaking the compilation for Singapore.

This is perhaps the first time that a comprehensive bibliography of this kind has been attempted to cover the multi-disciplinary fields of mass communication in so vast a region as Asia. While Amic is aware that there are many strong collections of Asian materials in the West, it is convinced that a work of this kind derives added strength because it is compiled in the country of origin and by persons familiar with the work done by their colleagues.

Purpose

This series was initiated and funded by Amic to meet the need expressed at many seminars that there is little or no information about materials on mass communication in Asia. It is hoped that this series will help to map out the existing literature so that future research can be programmed to areas of greatest need. When completed, this series should reinforce the documentation work of Amic as well as provide the jumping board from which trend studies can be made.

Development of project

This project started in January 1973 when cooperating partners, both subject specialists and experienced librarians were contacted to undertake the compilation of materials from their respective countries. Individual agreements were reached with cooperating partners in their individual capacities or through their institutions. A detailed draft outline of the project was circulated for comment.

A small group of nine met in Bangkok on March 31, 1973, to discuss the draft outline. Suggestions, amendments, refinements were made which were incorporated into the revised outline. This not only described the project but also provided adequate details to serve as a kind of compiler's manual so that a certain degree of uniformity could be maintained.

In November 1973, a two-day workshop was called, to which those whose projects had already started, were invited. Progress reports, problems encountered and further clarifications were brought up at the workshop. The meeting also gave coordinators the opportunity to work through the collection at Amic to supplement their own materials. Crucial and important suggestions were made which the secretariat was happy to incorporate into the revised outline.

In a bibliography of this nature, which is the work of many hands and minds distributed over a large region, it soon became evident to Amic that while uniformity of standard was important, flexibility was equally necessary. Because of the need to meet the special requirements of individual bibliographies, it was decided that the bibliography should be issued in separate country compilations. This therefore gave compilers the flexibility of varying the scope and coverage.

Scope and coverage

This series attempts to be comprehensive in covering the multi-disciplinary field of mass communication. Areas such as agriculture, anthropology, community development, economics, education, law, political science, population, public administration, sociology, social psychology, and urban studies were searched for materials on relevant aspects of communication.

All print material whether issued as books, parts of books, pamphlets, conference reports, seminar papers, M.A., Ph.D. theses, research studies, surveys, government annual reports, commission reports etc. are included. Published and unpublished materials included, covered the periods: 1945-1973 and 1960-1973 respectively. Materials in all languages are included. Audio-visual materials, newspaper articles and materials written by Asians about mass communication in Western countries are excluded. Periodical materials are included in some compilations.

Method of compilation

Individual bibliographies were compiled by "coordinators" in each country with Amic coordinating the entire project. Compilations were based on the collections found at key institutions in the metropolitan centres and supplemented by mailed requests or individual visits to selected institutions in other cities. The first

drafts of all bibliographies were mailed to Amic for editorial and bibliographic control. Final printing and proof reading were also undertaken at Amic.

Arrangement

A simple subject arrangement with an au[illegible]x is adopted. A short descriptive annot[illegible]panies most titles, except those whose title[illegible]dequately descriptive of their content.

Updating

Depending on the quality of and response to this first exercise, it is hoped that this series can be updated periodically. If resources and time permit, this may be undertaken by Amic, or perhaps by the present cooperating partners themselves.

Acknowledgement

Amic wishes to place on record the fine cooperation which the ten partners in this project so unstintingly gave. Often this took the form of releasing manpower, or of extending the use of institutional facilities, and in a few cases, of shouldering part of the financial expenses of the project. Special thanks too are due to the coordinators who often had to work on their own time and under difficult conditions. Mention too should be made of the many institutions and individuals who assisted the coordinators in bibliographic or secretarial work.

Singapore, 1977

P.R.R. Sinha
Acting Director

PREFACE

It seems to me that for many years, mass communication students, whether in the Republic of Korea or in the United States, or anywhere in the world, have been obsessessed with the cliche of mass communication being the 'crossroad' of social sciences.

The 'crossroad' concept of our discipline does not provide us with a key to the solution of various problems in the field of mass communication, but it tends to imply an inclination toward evading such problems. Today, it is a general tendency in social sciences that each field inevitably becomes interdependent upon or interconnected with others as the subject areas themselves (i.e. social phenomena), grow more and more complex. To explain and predict them require diverse information as well as knowledge from extensive interdisciplinary researches. In my view, therefore, it is meaningless to place too much emphasis on the 'crossroad' aspect of mass communication. Such a nature is indeed common to all the social sciences.

It is long overdue that mass communication researchers should make efforts to build up a highway toward a definite direction rather than stagnating timidly in the so-called 'crossroad' area. The necessity for constant conceptualisation and theorisation in mass communication is now more urgent than ever before as its impact upon modern and especially modernising societies is being increasingly felt.

In this context, a great deal of significance can be attached to the Asian Mass Communication Bibliography project launched by Amic four years ago. As everyone knows, compiling such a bibliography is indeed to lay the groundwork to construct a highway for the discipline of communication.

The bibliography on Korea covers the period from 1945 to 1972. It lists almost all the data relevant to the subject which were published in the form of books, including Master's and Ph.D theses. The articles published in periodicals, according to Amic's compiling procedures laid down initially, have been excluded. This, I am afraid, may give an imbalanced view of mass communication research in Korea because, it is only in the 1970's that

many books based on academic researches appeared in the field of mass communication throughout the country. Needless to say, perfecting this bibliography needs further research.

For the completion of this project, I am deeply indebted to Dr. Bae Keun Cha, Professor of Mass Communication at Seoul National University, for this invaluable advice and cooperation. My heartfelt thanks are also due to Rev. Yong Il Park and Miss Soo Mi Chin who were as graduate students willing to help me with gathering of data. My warmest gratitude to Dr. Y.V.L. Rao, my Minnesota alumnus, for his kind advice and to Amic for the precious research fund.

Taeyoul Hahn, Ph.D

December, 1977

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I. BIBLIOGRAPHY AND REFERENCE MATERIAL

1. **ADVERTISING dictionary. Edited by Mun Chun-shik, Kim Tong-gi and Cho Kwan-haing. Seoul, Kwangmyong Publishing Co., 1972. 349p. Korean.**

   In this dictionary of advertising terminology in Korean, the appendix includes: a list of major papers throughout the nation; a list of major magazines of the nation; a list of the names of national broadcasting stations, private-run broadcasting stations and major advertising agencies.

2. **AHN, Chun-kun**
   Korean bibliography. Seoul, Tongmunkwan Publishing Co., 1967. 208p.

   An introductory book on the nature of a bibliography, what it can do as a science, and the problems of Korean bibliography. It also traces the historical development of books and their production in Korea.

3. **KIM, Kwang-sop** ed.
   Journalism dictionary. Seoul, Orient Press, 1962. 316p. Korean.

   In this alphabetical listing of journalism terms in Korean, abbreviations used are translated into English and are listed alphabetically according to the English translation.

4. **KOREA Association of Newspaper Editors**
   Catalogue of periodicals: January 1959-August 1964. Seoul, 1965. 445p.

   This catalogue includes two separate listings of local and national periodicals, giving the names of the publications as of January 1, 1959, March 1, 1961, May 1, 1969, October 1, 1961 and August 25, 1964, the publisher, the registration date and information about the contents. The catalogue also indicates the total publication increase of the dailies from 42 to 113 and then to 115 as of January 1, 1959, March 1, 1961 and May 1, 1961, respectively.

5. **KOREA.** National Assembly. Library
   Catalogue of Korean periodicals: 1883-1945. Seoul, 1966. 230p.

   In this catalogue of newspapers and magazines published between 1883 and 1945, periodicals are arranged under four sections: 1. published at home 2. published abroad 3. Korean newspapers and 4. Korean magazines. A total of 1,150 newspapers and magazines are listed, of which 105 are different kinds of newspapers, 800 are magazines published in Korea, and 250 are magazines published abroad. The McGune-Reischauer system of Romanisation is used.

6. **KOREA.** National Assembly. Library
Catalogue of Korean magazines: 1896-1910. Seoul, 1967. 138p.

Magazines published between 1896 and 1910 are entered in this catalogue according to their date of first publication. Those published by foreigners and in foreign languages are excluded.

7. **KYE, Chun-mo** ed.
Bibliography of the Korean press: up to August 15, 1945. Seoul, National Assembly Library, 1970. 59p.

This overall record of the press and journalists in Korea, includes short articles about the press, and an alphabetic listing of the names and nationality of writers and journalists.

8. **PUSAN Municipal Library**
Catalogue of newspaper clippings. Pusan, 1972. 210p.

This catalogue of newspaper clippings from December 1, 1965 to June 30, 1972, includes editorials, articles, statistics, pictures, scenery and other material of national interest. The articles of major national and local papers are indexed according to the title, author, name of newspaper, date of publication and serial. Entries are classified under broad subject fields such as: general, philosophy, religion, social science, pure science, technology, art, literature, linguistics, history and geography.

The WORLD of the silver screen; a modern film encyclopaedia see 123.

II. COMMUNICATION THEORY, RESEARCH METHODS

9. **CHO, Chong-myong**
Study of the theories of sample survey. Seoul, Graduate School, Dept. of Business Management, Korea University, 1964. 127p. thesis(M.A.).

The study reviews representative sample survey theories that the government and other organisations of Korea adopt. It examines the significance and historical development of the theories and then deals with simple random sampling, cluster sampling, strata sampling, multi-stage sampling and probability ratio sampling. The study points out the retarded development of the theories in Korea, and recommends specialised education in the field.

10. **PARK, Jae-whan**
Social change and mass communication in Korea. Seoul, Graduate School of Mass Communication, Seoul National University, 1969. 113p. mimeo. thesis(M.A.).

This study deals with the theories of developmental communication. Based on the critical review of the related literature, the study notes that many of the scholars studying "modernisation and mass communication" place emphasis on its role as a mover than on its function as a general inspector. The study claims that the task of the mass media in the developing countries should be to strike a balance between the role as a mover for the development plan and a general inspector of the whole environment.

III. COMMUNICATION (GENERAL)

11. **CHOI, Sung-gal**
A study of information flow. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 86+5p. mimeo. thesis(M.A.).

The aim of the study is to examine general communication theory about exposure and information flow. Using the survey method the results show that: 1. Information flows operate without opinion leaders, and 2. Information does not always flow from mass media to leaders and from leaders to their followers. According to these findings, it seems that the two-step flow of communication should be reconsidered in the Korean context.

12. **CHUNG, Dae-soo**
A study of the presidential election campaigns in 1967. Seoul, Graduate School of Mass Communication, Seoul National University, 1969. 156p. mimeo. thesis(M.A.).

This critical analysis of the presidential election campaigns in 1967 in Korea concludes that both the Democratic Republican Party and the New Democratic Party used "glittering visions," "image of illegitimacy," "identification of party with people," and "changes of deprivation" as the campaign themes.

13. **KIM, Kyu-whan**
Mass communication of Korea. Seoul, Seoul National University Press, 1973. 243p.

A collection of essays by the author printed over the previous decade in magazines, newspapers and journals. Topics discussed in the six chapters are: 1. Present situation and prospects of mass communication studies; 2. Government and mass communication in a democratic

country; 3. Mass communication in the modernisation of Korea; 4. Training of journalists; 5. International mass communication; and 6. General writings on mass communication.

14. **KWAK, Pog-san** ed.
An introduction to journalism; a synthetic study of mass media. Seoul, Ilchogak Publishing Co., 1971. 375p.

This comprehensive study of the basic theories of journalism deals with every object which can serve as a media in modern communication. Its contents include: 1. Journalism research and other studies; 2. Principles of mass communication; 3. Theories and practice of the newspaper; 4. Theories and practice of broadcasting; and 5. Studies on visual and magazine journalism.

15. **SU, Ki-won**
A study of the phonetic structure of the Korean language: measurements of the uncertainty. Seoul, Graduate School of Mass Communication Seoul National University, 1967. 85p. mimeo. thesis(M.A.).

The purpose of this study is to measure the amount of information and redundancy in the Korean language. For this purpose, the most frequently used 2,000 words are selected from the Frequency-Usage Table of Korean Words. The study concludes that the Korean language system is well structured and pragmatic.

16. **UNITED STATES Operations Mission, Seoul**
Draw for better communication. Seoul, Information Bureau of USOM/Korea, 1966. 39p. English and Korean.

This booklet was prepared by the Communications Media Branch of USOM/Korea as a ready reference for Korean technicians who want to increase their speed and skill in communicating ideas.

IV. NEWSPAPERS

17. **ANN, He-sung**
A study of the Korean press in the early stage of Korean journalism. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 94p. mimeo. thesis(M.A.). Korean.

Current criticism by concerned scholars and journalists of the Korean press for lack of creativity and its similarity with Japanese journalism provided the background for this study. Japanese colonial rule period from 1910 to 1945 is blamed for the stereotyped styles and un-

desirable shortcomings of present newspapers. A more affirmative and creative attempt to develop Korean press should be made at this time in order to create a characteristic Korean newspaper.

CHANG, Yong
The press and human rights see 129.

18. **CHO, Hyung-joon**
A study of the North Korean press; a content analysis of Nodong-Shinmun. Seoul, Graduate School of Mass Communication, Seoul National University, 1972. 121p. mimeo. thesis(M.A.). Korean.

The study attempts to analyse the themes of the editorials of **Nodong Shinmun**, the organ of the Central Committee of the Korean Workers' Party, the ruling Communist Party in North Korea. Focusing on the period between 1960-1970, the investigator examined the major themes and changing emphasis of the editorials comparing them with changes in the domestic and foreign policies of the regime.

19. **CHOI, Chong-soo**
A study of the intricate process involved in news evaluation. Seoul, Graduate School of Mass Communication, Seoul National University, 1969. 138p. mimeo. thesis(M.A.).

The study aims to analyse why some events become news while others do not, and to find how these elements work together or clash in the final determination of news value in Korea. It is suggested that the person who selects accordingly must have a good sense in evaluating news to keep a balance between what his readers want to know and what they should have.

20. **CHOI, Chun**
History of Korean press. rev. ed. Seoul, Ilchogak Publishing Co., 1970. 445p.

This is a review of the history of journalism in Korea between 1800 and 1961, and its struggle for press freedom and against foreign influence. The 26 chapters deal with journalism in the Yi Dynasty around 1800; the background and birth of modern journalism in the early 1900s under colonial Japanese rule; the press struggle against the imperialists; the press after National Liberation; and its right to obtain press freedom.

21. **CHOI, Hai-chong** ed.
Selected articles from Taihan Maeil Shinbo. Taegu, University Press, Taegu University, 1958. 415p.

This is a collection of writings printed in the **Taihan Maeil Shinbo**, a pioneer daily of the early 20th century which greatly helped to encourage Koreans under Japanese rule by informing them through critical articles what Koreans

abroad were thinking. The articles include reports of major and minor incidents concerning national leaders, and essays criticising pro-Japanese traitors.

CHOI, Ho
Western press perspectives toward Asia: a study of the bias and distortion of information see 192.

CHOI, Hyo-bae
A study on the credibility gap between communication and source — a survey on the attitudes of municipal officers towards newspaper contents see 200.

22. CHOI, Jong-kook
The general trend of Korean newspaper editorials as shown in the passage of time. Seoul, Graduate School of Mass Communication, Seoul National University, 1969. 141p. mimeo. thesis(M.A.).

The study discusses the characteristics and structure of Korean newspaper editorials at large by analysing the content of the papers and the general attitude of reporting. The **Chosun-Ilbo** (daily newspaper) was selected for sampling. The content analysis of the editorials revealed that 24.1% of them were dealing with domestic politics, 14.1% with economy, 13.4% with social affairs, 8.6% with international politics and 7.2% with public administration. In the analysis of the goal value of the editorials, the enhancement of democracy won the highest frequency of 26.9%; international peace and communism the second highest of 14.5%; stabilisation of national economy 13.8%; South-North Korean unification 7.2%; fortification of anti-communist spirit 6.7%; and national identity 6.7%. As for the patterns of the editorials, 43% of them were critically-advocative, 21.2% leading and suggestive, 15.7% interpretative, 14% informative and instructive, and 6% entertaining.

23. CHOI, Ok-ja
Study on the editing of Korean-language newspapers. Seoul, Graduate School, Dept. of Mass Communications, Ewha Womans University, 1971. 183p. thesis(M.A.).

In an effort to find out the ideal form of newspaper layout for Korean-language newspapers, the study reviews the early papers of **Hansong Chubo** and **Toknip Chekuk Shinmun** (1896-1910) with vertical layout and later newspapers with horizontal editing such as **Yonsei Chunchu** (College paper of Yonsei University) **Minju Kongwha-bo** (party paper of the ruling Democratic Republican Party) and **Kukmin Shinmun**. The study also compares these horizontal-layout papers with the traditional western papers in design and in their development. For better design, the study examines the letter types, spacing, aligning of the endings and columns, headlines and editing. The study suggests several patterns of layout and points out problems to be solved in the future.

CHOI, Young
A study of novels in the Korean daily papers on mass cultures' viewpoint with specific reference to novels in Dong-A and Chosun-Ilbo from 1960-1969 see 201.

24. CHON, Kwan-u
Constitution of Korean newspapers. Seoul, Paiyong-sa Publishing Co., 1969. 247p.

This is a collection of writings about newspapers and reporting, written by the author during his 20-year career as a reporter. The book discusses the media situation in Korea, problems of news-sources; freedom of the press; protection of reporters; press limitations and press ethics; the early newspapers of modern Korea; the three major papers and the March 1 Independence Movement in 1919; newspapers and the National Liberation, and papers after the foundation of Korea.

25. **CHONAM-ILBO Company.** Committee for the Publication of Chonam Ilbo History
Twenty-year history of the Chonam-Ilbo Daily. Seoul, Publishing Bureau of the Chonam-Ilbo, 1972. 221p.

This book outlines the journalistic situation of the Chollanamdo Province before the National Liberation in 1945 and explains the background and birth and development of the **Chonam-Ilbo Daily.** It also describes how the paper fought for the rights of the people. The appendix include the paper's organisation, list of sponsoring events, list of serial novels, names of staff, and membership list of Korea Association of Daily Newspapers.

26. **CHOSUN-ILBO Company**
Five hundred selected editorials of the Chosun-Ilbo Daily. Seoul, 1972. 864p.

This is a collection of the best editorials on political, economic, social, cultural and foreign affairs published in the **Chosun-Ilbo.** These editorials reflect the frustration and wrath of the Korean people, and their sorrows under the Japanese occupation. Yet underneath the desperation and frustration of the editorials, there flows a never-ceasing stream of national will and wisdom which no one should abuse, says the preface of the book.

27. **CHOSUN-ILBO Company.** Committee for the Publication of Brief Chosun-Ilbo History
Half-century history of Chosun-Ilbo Daily. Seoul, 1970. 613p.

This book was published to mark the 50th anniversary of the **Chosun-Ilbo Daily** which was founded on March 5, 1920. Part one explains the emergence of modern newspapers in the nation just before the Chosun-Ilbo Daily's birth and struggles for national interests under the colonial Japanese rule. Part two describes the reorganisation of the paper after the National Liberation in 1945 and the

paper's management at the period of the civil war and its growing influence in the 1960s. Part three includes articles which account for the rise and fall of the national power. The appendix includes significant events, list of foreign correspondents and other related documents.

28. **CHUNG, Ho-keun**
The political tactics and strategy of Korean political parties: a content analysis of the organs of the Democratic Republican Party and New Democratic Party. Seoul, Graduate School of Mass Communication, Seoul National University, 1970. 126p. mimeo. thesis(M.A.).

The study analyses the DRP organ "Min ju Konghwa-Bo", published on a weekly basis, and the NDP organ "Minju Junson" or democratic front. The unit of analysis is "Theme" including the symbols, photos, cartoons, charts. It was found that the outstanding features about political publicity activities in the country are disclosing of irregularities and vices; name-calling; hurling accusations at the opponents; glittering generalities in publicising policy and achievement.

29. **CHUNG, Hyung-soo**
A study of the tendency of reporting in Korean newspapers. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 109p. mimeo. thesis(M.A.).

The study deals with the main factors which caused changes in the attitudes in reporting. It analyses and compares the difference in the attitudes in reporting between the two terms: the editor's right and manager's right. The study concludes that the newspaper medium is a state enterprise and that there is great scope to intervene with news reporting by the governmental power.

30. **CHUNG, Tai-chol**
Content analysis of science reporting in the Korean newspapers and of reporting of domestic science news. Seoul, Graduate School, Hanyang University, 1972. 163p. thesis(M.A.).

This book analyses the contents of five major dailies, published in the capital and five local papers, between January 1, 1969 and December 31, 1970, regarding their reports on health, pollution, food, drugs, government policy, space and astronautics, atomic energy, electronics, engineering, biology, agriculture and fisheries, national development, marine resources, resource development and science policy. The study concludes that science reports of local papers appear more active and prominent, while the stress of overall contents is laid on health, neglecting the marine resources, scientific technology, and exploration of national land. The study recommends the improvement of science reports by training specialised reporters, improving the editing of articles, and increasing the number of interpretative in-depth reports on science and technology.

31. **CHUNG, Un-kyong**
A study of the Taihan Maeil Shinbo and its subjective standpoint. Seoul, Graduate School, Dept. of Mass Communication, Ewha Womans University, 1965. 95p. thesis(M.A.).

Based mainly on the articles of the pioneer modern paper in the early 20th century, the study aims to analyse its influence on later papers and describe how the paper reflected and reacted to the social conditions. It outlines the historical background of the paper's foundation and examines the tone of the paper's editorials on such historical occasions as the signing of the Korea-Japan mutual pact, the uprising of national activists and Korea-Japan affiliation.

32. **FORTIN, Lucien D**
The Korean character and communication. Seoul, Graduate School of Mass Communication, Seoul National University, 1970. 68p. mimeo. thesis(M.A.).

The study considers some aspects of the Korean character and their relationships to communication in a face-to-face encounter. The author hypothesises that the Korean character viewed in terms of harmony, "nunchi" and "mediation", tends to cause a person to ignore the isomorphism of knowledge and expression, and, to that extent, the encoding and decoding of messages will be vague and ambiguous even in a face-to-face encounter. The author concludes that the hypothesis would be particularly true of the Korean who has grown up in Korea and who has had little education.

33. **HAKWON-SA Publishing Company.** Editorial Dept.
Compendium of modern journalism. Seoul, 1959. 744p.

This book discusses topics of journalism, news coverage, editing, misreporting, photography, school journal, and management. The book also reviews the history of newspapers in Korea and in other countries, and deals with the current situation of journalism in the world. It further discusses the highly advanced techniques in newspaper, news agency, magazine and broadcasting in modern society.

34. **HONG, Chong-in**
Freedom and dignity of a man. Seoul, Sudo Publishing Co., 1965. 334p.

This is a collection of editorials and an account of his travels written during the author's career as a journalist. Part one includes editorials on Korea-Japan relations, the May 16 military coup and the transfer of power to the civilian government, the fall of the Chauy (Freedom) Party and the era of the Minchu (Democratic) Party, the incessant turmoil of political struggles and the freedom of the press and the independence of newspapers. Parts two and three consist of the author's travels abroad and his miscellaneous writing.

35. **HONG, Tong-ho**
Newspaper. Seoul, Chongyang-sa Publishing Co., 1956. 697+15p.

This introduction to the study of newspapers gives general information about the newspaper, the practical techniques involved in newspaper work, the history of newspapers in other countries and the reporter recruitment by examination. A dictionary of newspaper terms in Korean text is included in the appendix.

HUH, Joon
A comparative study of press codes with special emphasis on regulations of newspaper publications see **130.**

HWANG, Chang-gyu
A practical study on newspaper advertisement of Korea, the United States and Japan see **166.**

36. **INN, Po-kil**
An analysis of social affairs reporting in Korean newspapers. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 116p. mimeo. thesis(M.A.).

This study analyses the growth of the resisting and negative traits of Korean newspapers by classifying the social affairs reporting of the **Dong-A Ilbo** into three categories: positive (+), neutral (o) and negative (—). It concludes that Korean newspapers are always negative, because they have a long time-honoured tradition of struggle against foreign power and domestic maladministration.

37. **KAO, Hou-yuan**
The history of the struggle for press freedom in Korea. Taipei, Graduate School of Journalism, National Chengchi University, 1970. 132p. mimeo. bibl. thesis(M.A.). Chinese.

This study investigates the history of four stages of the struggle for press freedom by newspapermen during the 65 years between 1896 when **'Independent News'** was born, and 1960.

38. **KIM, Bong-gi**
Brief history of the Korean press. Seoul, Korean Information Service, 1965/1969. 2v.

Volume one covers the period from the Yi Dynasty (1392-1919) to the National Liberation (1945). Divided into five parts, it deals with the closing years of Yi Dynasty till the downfall of Japan in World War II. Volume two, which consists of 11 chapters, gives a review of the Korean press during the Japanese Liberation, and the U.S. military government up to the Korean Press Ethics Commission.

39. **KIM, Chang-kyu**
A Q-sort study of news interest. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 46p. mimeo. thesis(M.A.). Korean.

The study aims to find out the news interest of readers on types of news according to the different age level, economic status, and education level. Twenty news headlines are selected from newspapers and these are rank-ordered by 100 respondents. It was found that 1. Reader's age made a significant difference in the news interest; 2. Economic status also made a difference in men; and 3. Reading of hard-news increase with education.

KIM, Duk-hyung
Korean newspapers' view of Communist China see 193.

KIM, Jae-hong
The law and regulation of the press in Korea see 132.

40. **KIM, Sook-hyun**
An analytical study of women's articles as carried in the Korean newspapers. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 49p. mimeo. thesis(M.A.). Korean.

The purpose of the study is to find out the general attitude of the Korean newspapers toward women's problems, and to specify the social demand of women through the analysis of the **Dong-A Ilbo**. The sample contents were drawn from the issues in March, June, September and December of 1923, 1928, 1963 and 1968, respectively. Articles concerning women number 783. As for the themes, the results showed: clothing, 14.1%; child-rearing, 7.2%; female activities, 10.8%; culture and ethics, 22.4%; fine art, 1.5%; and household accounting, 1.8%. As to the type of article, commentary articles and straight news totalled 39.7% and 29.6% respectively. Space allocated for female issues occupied 3.2% of the total space in the 1920's and 2.2% in the 1960's.

41. **KIM, Ui-han**
Events and reporters. Seoul, Publishing Dept. of Shintaiyang-sa, 1960. 259p.

This book describes the hardships encountered by reporters in reporting the major events published in the first issue of **Tongnip-Shinmun** up to 1960. News stories are taken from **Yonhap-Shinmun, Hankook-Ilbo, Chosun-Ilbo** and **Monthly Shintaiyang Magazine**. The stories include: the first modern paper; the great Independence Movement on May 1; the only free man; the birth of a cub; the Chongro Police Station; the tragic death of Kim Sang-ok, a national movement leader; the ML party case; difficulties in taking photos; the problem of record-setting in issuing periodical extras; and the meaning of Korean repatriation to North Korea.

42. **KIM, Ul-han**
Untold stories of a newspaper: a reporter's notebook in the 1930's. Seoul, Ilchogak Publishing Co., 1971. 259p.

Published on the occasion of the 50th anniversary of the **Chosun-Ilbo Daily**, this book gives an account of the author's experiences in the most difficult period in the 1930s under the Japanese colonial rule. The book is divided into three parts each with a different title: 1. King without a crown; 2. Sadness is the forerunner; and 3. The pen is mightier than the sword.

43. **KIM, Yong-hun**
Theory and practice of photo journalism. Seoul, Munwha-Kyoyuk Publishing Co., 1963. 346p. illus.

This book gives practical information on photo-taking, news-photo editing, activities of photographers and the equipment needed by photo-journalists as well as by the general public. The book includes a list of annual events which a photo-reporter should not miss.

44. **KIM, Yoon-hee**
A content analysis of the Kija-Hyuphoebo, the organ of the Korean Reporter's Association. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 74p. mimeo. thesis(M.A.). Korean.

The purpose of the study is to examine the characteristics of the **Kija-Hyuphoebo**, the organ of the Korean Reporter's Association. The issues for November 10, 1964 to the 264th issue on December 28, 1972 of Kija-Hyuphoebo were content-analysed. The organ clearly showed its unique characteristics and functions as the publication of the Association.

KIM, Yu-won
A study of the reporting of foreign news in Korean newspapers under the martial law see 194.

45. **KOH, Chai-uk** ed.
A half century of the Dong-A Ilbo: April 1920-March 1970. Seoul, Dong-A Ilbo Co., [1971?]. 255p.

Published in commemoration of the paper's 50th anniversary, the 241 collected articles show the major events of the nation since April 1, 1920 when **Dong-A Ilbo** was first published to March 1970.

46. **KOH, Chai-uk**
People, freedom and the press; collected essays published on the occasion of the author's 60th birthday. Seoul, Ilchogak Publishing Co., 1963. 517p.

This collection of 25 essays covers the early history of modern journalism in Korea, journalistic researchers, the freedom of the press and a short history of the struggle

between the colonial government of Japan and the two leading national newspapers **Dong-A Ilbo** and **Chosun Ilbo** in the 1930-40s. Among the titles of the essays are: Communication Research and its Prospects; Reporters of the Early Period of Dong-A Ilbo Foundation; IPI and Korean Newspapers; Changes of Newspaper Editorials; Freedom of Press and Publication; National Fate and the Mission of the Press; and the March of Korean Journalism.

47. **KOREA Association of Newspaper Editors**
The decade of Korea Association of Newspaper Editors. Seoul, 1967. 93p.

This publication issued on the occasion of the 10th anniversary of the Association of Newspaper Editors reviews the accomplishments of the Association. The contents comprise: 1. The aims and objectives of the Korean Association of Newspaper Editors (KANE); 2. KANE and the freedom of the press; 3. KANE and other journalistic organisations; and 4. KANE's activities in and out of the country.

48. **KOREA Association of Newspaper Editors**
Newspaper and the readers; report on the fourth seminar on mass communications. Seoul, 1968. 142p.

The seminar met to discuss the question and answer method, based on the questionnaires collected from 150 readers in Seoul representing public officials, scholars, writers, religious leaders, general public and woman leaders on 80 items concerning "newspaper and the readers." Discussions dealt with the negative viewpoint of newspaper reporting; weaknesses of newspapers; newspaper and human rights; and the overall viewpoint on the nature of newspaper.

49. **KOREA Association of Newspaper Editors**
Newspaper editing: theories and practice. Seoul, Publication Bureau of Seoul-Shinmun, 1972. 365p.

The book consists of empirical theories and collected data by those who edit newspapers. Among the subjects discussed are the editorial department and the editor; the different print types; news evaluation; headlines; format; cuts and photos; and the handling of news from news agencies.

KOREA Association of Newspaper Editors
The press and the law see 135.

50. **KOREA Association of Newspaper Editors**
Problems of newspaper production. Seoul, Shinyang Printing Co., 1966. 198p.

This record of the second Seminar on Mass Communication held in Seoul from March 19 to April 8, 1966, includes the discussions of the committees on these topics: 1. Newspaper and society; 2. The current situation and problems of newspaper productions; 3. Problems of newspaper editing; and 4. Freedom of broadcasting.

51. **KOREA Association of Newspaper Editors**
Studies in Hangul newspaper. v.1. Seoul, 1969. 171p.

With the principle of horizontal writing as its basic premise, the book analyses newspapers using Hangul (Korean alphabet) under four headings — headline, types, editing system, and newspaper terminology. Discussions include the method of making pure Korean headlines and using new types; the urgent need of innovating the editing system of vertical makeup; problems of adopting horizontal editing; and technical terms for editing, copy reading, plate making, printing, letter-selection and other processes.

52. **KOREA.** Culture Information Ministry
Press of Korea. v.1. Seoul, 1968. 547p.

A collection of essays on the overall development of newspaper since their early days in Korea. The essays include such titles as: "Pre-newspaper history of Yi Dynasty" by Lee Chin-son; "Enlightenment of modern newspaper" by Lee Kyu-tai; "The press and the anti-Japanese movement" by Kang Yong-su; "National Liberation and the Press under military government" by Lee Chin-sop; "The Press of the northern Communists" by Lee Tong-jun; "National Foundation and the Civil War" by Chong Man-kyo; "The Press under the Chauy (Freedom) Party and April 19 students uprising and the press" by O So-bail.

53. **KOREA.** Ministry of Information
An analysis of the social pages of the newspaper: July and August, 1967. Seoul, 1967. 95p.

Taking the social page of newspapers as reflecting the society, the Information Ministry tried to analyse the social pages of the July and August 1967 issues of eight major dailies published in Seoul. The study on content-analysis, editing and reporting attitude, concluded that only 5.4% to 11.8% of the articles dealt with the positive facts of social events, while most of the stories (42.2% to 72.5%) dealt with pessimistic facts.

KOREA. Ministry of Information
Newspaper distribution of the nation as of January 1963 see 187.

KOREA Press Association
Seminar of directors of printing bureaus. v.1 see 217.

54. **KOREAN Press Association**
Seminar of editors-in-chief. v.4. Seoul, 1968. 121p.

This collection of papers presented at the fourth national seminar of newspaper editors-in-chief, held on September 30 to October 1, 1968, on the general problems of newspaper production, includes topics such as reporting and libel, photo and story-writing, newspaper management and production, and reporting activities of local reporters. The

papers discuss the limitations of the freedom of reporting, the history of privacy and libel, the legal aspect of libel, the function of news photos, independent editing, newspaper management and the support of capital, economic structure and improvement of local papers.

55. **LEE, Chai-hyong**
A study on the improvement of reporters' morale: based on the experience of the reporters of the eight news agencies located in Seoul. Seoul, Graduate School of Business Administration, Yonsei University. 123p. thesis(M.A.).

The study which analyses the present situation of reporters' morale and pending issues for its betterment, discusses the conception and approach of the morale of reporters, morale and human relations and the characteristics of the morale of the reporters.

KWAK, Pog-san ed.
An introduction to journalism; a synthetic study of mass media see 14.

KYE, Chun-mo ed.
Bibliography of Korean press: up to August 15, 1945 see 7.

56. **LEE, Chong-suk**
Studies of Korean press photos: the history and restrictions of news photos. Seoul, Graduate School, Dept. of Mass Communications, Ewha Womans University, 1972. 158p. thesis(M.A.).

This first trial academic study of newspaper photos, discusses the correlation between the newspaper and photos, and reviews the introduction of photography in Korea through documentary studies and personal experience. It analyses the change of character of photo reports in the major dailies, and then examines the restrictions imposed on news photos of Korean newspapers. A questionnaire survey of 190 photo-reporters and other reporters of Seoul's dailies, chosen by random selection, are included.

57. **LEE, Fen-tan**
The tradition of the Korean press. Taipei, The Graduate School of Journalism, National Chengchi University, 1960. 85p. mimeo. bibl. thesis(M.A.). Chinese.

This study describes the history of the Korean press and the history of the Korean people's struggle for freedom of speech, and discusses the Korean press from its beginning to the present time.

58. **LEE, Hai-chang**
Studies of the history of Korean newspapers. Seoul, Songmungak Publishing Co., 1971. 361p.

Reviewing changes in the concept of the mission of the press and the limitations of the Korean press and of Korean papers published abroad, this book studies the Christian papers in the early period, the papers run by the Japanese in the final days of Yi Dynasty, and the struggle between the pro-Japanese papers and nationalistic papers during the last days of the Kingdom of Korea, just before it fell to the Japanese hands.

59. **LEE, Han-sok**
Study of the theories of social responsibility of the press. Seoul, Graduate School, Dept. of Mass Communications, Chungang University, 1967. 166p. thesis(M.A.).

This study aims to find out the theory of social responsibility of the newspapers which emerges from traditional theories of press freedom, but must adapt to the changing social conditions and structure of newspaper companies in the industrialisation process. It describes current public newspapers, and the historical background of modern newspapers, to illustrate inevitable consequences of monopolising and concentrating on the newspaper business. It argues that the responsibility theory is a natural result of the changing content of the mass media in an industrialised society and compares theories of social responsibility and freedom. In conclusion, it considers the financial independence of the press as a fundamental prerequisite for press freedom. The responsibility of the press should be reflected in their self-control.

60. **LEE, Hye-hyong**
Studies of the early Korean dailies of Manse-bo and Taihan-mimbo. Seoul, Graduate School, Dept. of Mass Communications, Ewha Womans University, 1971. 172p. thesis(M.A.).

This study aims to prove that the idea and goal of the two pioneer papers in the early 20th century were inevitable products of social demands and to show how the two papers expressed their opinions with their ultimate goal of illuminating people and anti-Japanese campaign. It reviews two characteristics of the papers, novels and cartoons and the editing system, to find a true picture of society. Finally, the study deals with government press control by the Japanese imperialists at the end of the old Korean kingdom, culminating in Japanese militarism which closed the two papers after one-year's brief publication.

61. **LEE, Jong-wha**
A study of feedback; an analysis of the 'Letters to the Editor' published in a Korean daily newspaper. Seoul, Graduate School of Mass Communication, Seoul National University, 1970. 144p. mimeo. thesis(M.A.).

This study uses the content analysis method to analyse the feedback to the 'Letters to the Editor' published in the **Shin-A Ilbo** from September 1-October 31, 1970. A com-

municator and a communicatee depend upon each other through feedback mechanism. The mass or people tend to express directly their ideas and ideals about the special issues and events to the government and its relative authorities, through letters to the editor.

62. **LEE, Sang-u**
Naked Korean newspapers: true face of commercial papers. Seoul, Samsong-sa Publishing Co., 1969. 260p.

This book discusses the general characteristics of commercial papers in general and of the commercial papers of Korea in particular as well as their distorted reporting through illustration of incidents of the past. The topics discussed include: Road to commercialism; General characters of commercial papers; Enterprise papers; Content of a paper; and the daily R case. The appendix discusses issues such as: "Why hesitate to tell the truth?"; "The paper is no longer in the hands of the editor"; "The press cannot and should not die"; "Freedom of the press: to die or to live?"; "The press is too humiliating"; and "Who is to blame?".

LEE, Tai-ho
A practical study of the newspaper advertisements in Korean dailies see 173.

63. **LEE, Tai-yong**
A study of the Hansong-sunbo newspaper. Seoul, Graduate School, Dept. of Mass Communications, Chungang University, 1967. 336p. thesis(M.A.).

This study examines the nature of the early cultural movements as reflected in the nature of **Hansong-sunbo**, a bi-monthly newspaper, and the relationship of the newspaper and the public, as it emerged for the first time in the history of Korean press when the **Hansong-sunbo** bi-monthly developed into a weekly newspaper. The study reviews the historical background of the **Hansong-sunbo**, the basic nature of the pioneer paper, the modernisation movement and the revolutionists. It concludes with a study of the aftermath of the paper and problems of the national papers.

LEE, Uy-hyun
A study of the principles of personnel administration in the newspaper industry see 174.

64. **LEE, Won-gi**
Newspaper views of government corruption. Seoul, Graduate School of Public Administration, Seoul National University, 1966. 85p. thesis(M.A.).

This analysis of articles and editorials in the **Dong-A Ilbo Daily** and other major Seoul papers between November 1, 1965 and October 31, 1966, deals with government corruption. The study concludes that the general public is paralysed because of the corruption of government

officials, while those who dominate in economic circles lack the sense of patriotism. The source of governmental corruption lies in the irregular funding system of political groups, the study indicates. A strict distinction between the public and private affairs of officials, their sense of service, frontiersmanship, and structural renovation are recommended.

65. **LEE, Yu**
A study of the development of Korea's press after the Second World War. Taipei, Graduate School of Journalism, National Chengchi University, 1965. 79p. mimeo. illus. bibl. thesis(M.A.). Chinese.

This is a study of the history of Korea's press in four periods: 1. From the beginning of Korea's press until the Second World War; 2. From 1945 until the establishment of Korea's Government (the period of free speech); 3. From the establishment of the Government until 1960; and 4. From 1960 to 1964.

66. **LIBRARY of the National Assembly,** Seoul
Chronology of Korean newspapers and magazines: 1881-1910. Seoul, 1967. 103p.

This chronology of dailies, weeklies and magazines published between 1881 and 1910, includes information on the titles of the publication, place of publication, representative's name, publisher, editor, printer, language, number of pages, size and price of the publication.

67. **MIN, Yong-mu**
Studies of English language newspapers. Seoul, Shisa Yongo-sa Co., 1967. 325p.

These studies discuss the political, economic, social, cultural stories and features, editorials and 'ads' of the English dailies of Korea, as well as of the western countries. The work describes a practical method of writing English articles for those who plan to become reporters on English newspaper.

68. **MOON, Myung-ho**
The Korean press in the late 1960's as reflected in the Journal of the Journalist's Association of Korea. Seoul, Graduate School of Mass Communication, Seoul National University, 1974. 93p. mimeo. thesis(M.A.).

This study deals with methods used to restrict the freedom of the press and press activities, and attempts to define effective reaction by the press. It concludes that national development and modernisation might be slowed down if restrictions on the press were not lifted. The unity and participation of the journalists is essential to cope with the situation. The press should do its utmost to rehabilitate the trust of the public on it.

69. **O, So-baik**
Lectures on journalistic sentence: various articles and how to write practical sentences. Seoul, Samyuk Publishing Co., 1972. 607p.

In an effort to bridge the theory and practice of journalism, the book provides a collection of about 300 examples of newspaper stories dealing with journalistic prose, journalistic expression, methods of newspaper writing, sentences and paragraphs of newspaper articles, the characteristics of journalistic writing, news-story styles.

70. **O, So-baik**
To become a reporter. 3d ed. Seoul, Semun-sa Publishing Co., 1959. 510p.

Written for those who want to become reporters and those starting as reporters, part one of the book provides general knowledge on newspapers, news agencies, processes of newspaper making, world newspapers, charters of newspaper, and characteristics of Korean newspapers. Part two offers practical know-how of a reporter's work in his coverage, article-writing, and collection of necessary material. Part three gives a brief history of Korean newspapers, a comparison of four major newspapers, some examples of special articles and accounts by photo-reporters.

PAI, Chung-sop
Government and the press: focusing on government control of the press in newly developed countries **see 190.**

PARK, Hyun-je
The effects of censorship on the source credibility and the receptivity of news content in press **see 209.**

71. **PARK, Kye-ok**
A study of the press under the rule of the U.S. military government. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 145p. bibl. mimeo. thesis(M.A.). Korean.

This study aims to analyse the themes of the editorials that appeared in the **Dong-A Daily** newspaper and **Ja-Yu Daily** newspaper under the rule of the U.S. military government in Korea. It also aims at finding the characteristics and functions of the newspapers between the period (December 1, 1945-August 15, 1948). When the editorials were classified into politics, economy, social affairs, public administration, international affairs, education, culture and law, the editorial themes in the two newspapers revealed the preponderance of politics as (40.8%) over the rest of the categories. The editorials dealing with politics, international affairs, social affairs and economy consisted of 83%. The high ratings of "economy" (10.6%) were interpreted as urging an immediate counter measure against the ever-soaring consumer prices and unmanageable food problems.

72. **PARK, Song-whan**
Newspaper and the reporter. Seoul, Ihmang-sa Publishing Co., 1952. 230p.

In this collection of notes and brief thoughts on the daily life of the author as a reporter, part one tells about the usual life of a reporter and his news coverage, interviewing, scooping, editors and war reporters. Part two deals with the general concept of a newspaper, the relations of newspapers with other fields of magazine literature, the editorial and advertising. Part three is concerned with significance and value of news and propaganda and part four deals with the organisation of newspaper companies and the process of newspaper publishing.

73. **PRESS Foundation of Asia**
The Asian Press, 1968: 1969. Seoul, Readership Research Center 1968. 2v.

The volumes contain basic information concerning the newspapers, radio and television broadcasts in 15 Asian countries including Korea.

PUSAN Municipal Library
Catalogue of newspaper clippings see 8.

74. **RO, Chang-hai**
A study of the editorials on economy in Korean daily newspapers. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 145p. mimeo. thesis(M.A.). Korean.

The study analyses the way in which editorials dealt with, and functioned amid social changes. It deals with the editorials on economics of the **Dong-A Ilbo**, the **Chosun-Ilbo** and the **Seoul Shinmun** published between 1955-1970. The study concludes that economic editorials attach too much importance to the economic activities of the government. They are based on "rationalism" but they are found to be dodging on the issues through mystification, without having any firm belief.

75. **SOL, Ui-shik**
Forbidden freedom. Seoul, Saihanminbo-sa Publishing Co., 1949. 255p.

This is a collection of short essays on the spirit of freedom during the Japanese period, published in the **Dong-A Ilbo Daily**; it is a sequel to "Before the National Liberation". The last part of the book relates to miscellaneous stories about the paper **Dong-A Ilbo**.

76. **SONG, Kyung-sup**
The characteristics of Korean newspapers' novels during the Japanese period. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 63p. mimeo. thesis(M.A.). Korean.

The study explores the role of the newspaper's novels under the Japanese colonial rule and the reasons why the novels were given a high literary appreciation by the readers. The content-analysis reveals that the characteristics of the novels were national enlightenment and independence, themes arising from the unlimited, unselfish spirit of the novelists.

77. **SONG, Yu-jai**
A study of Kyunghyang Shinmun Daily in its early period. Seoul, Graduate School, Dept. of Mass Communications, Ewha Womans University, 1967. 93p. thesis(M.A.).

This study aims to find out what role the **Kyunghyang Shinmun Daily** played in the development of Korea and its people and religion. It deals not only with the daily but also with the religious magazine "**Kyungyang**", which the paper later published, and the Thesaurus, which was also the paper's publication. It reviews the background and ideology of the paper's foundation, the paper's content, its management, the paper as reflected in foreign papers, Thesaurus, and the magazine Kyungyang.

78. **SUNG, Chun-dok**
History of Korean press. Seoul, Korea Association of Mass Communication Studies, 1957. 252+32p.

This book is a documentary recording of over 40 years of struggle against Japanese domination and exploitation of Korea by Koreans who fought bare-handed for freedom and national independence. The book is divided into four parts according to the author's view of the historical periods of journalistic development. The appendix includes documents concerned with the history of the Korean press, including a memorandum of the United States, proposing an invitation to the Japanese government to a four-nation conference.

79. **SUR, Kang-wah**
A study on word errors in Korean newspapers. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 93p. mimeo. thesis(M.A.). Korean.

This study examines the psychological mechanism of miscoding and seeks certain laws within it by analysing 404 cases of errors in a newspaper by means of a linguistic and psychological approach. These errors were collected from the first edition of the **Chosun-Ilbo** from August 1972 to July 1973. The results of the study reveal that the cases of errors in newspapers consist of 26.5% phonologic matters, 30.2% manuscript, or interference and especially 43.4% of similar printing-type shape. Many of the errors caused by similar printing-type shape can be explained by the fact that the Korean alphabet has complex phonemes and its characters have high similarity. High frequency

of the interaction between manuscript and interference shows that manuscript writing and its revision does not give sufficient time for proper operation.

80. **TAIHAN Association of Publishers**
A quarter-century history of Taihan Association of Publishers. Seoul, 1972. 331p.

This general review of the history of publishing in Korea in the past 25 years contains important recommendations by the **Taihan Association** to the government, regarding the improvement of Korean publishing as well as the membership, statutes and rules of the Association.

WHANG, In-tae
A comparative analysis of domestic and foreign news release about Korean events see **196.**

81. **WHANG, Woo-kwon**
The community and the role of the local paper. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 122p. illus. mimeo. thesis(M.A.). Korean.

A library work coupled with content-analysis of two months' issues (May 1965 and May 1970) of 20 community newspapers revealed lack of local news and the preponderance of national news. This was attributed to the need for a large number of prints because of the lack of funds and manpower, inadequate self-perception of the paper in national and international news reporting, and delayed arrival of the national papers. Priority for local news, encouragement to writing local feature articles as well as syndicated articles, training of journalist, acceptance of advertisements, and perhaps running a broadcasting station, are suggested as measures for curing these ills.

82. **YANG, Young-tae**
A study of the general characteristics of college newspapers. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 64p. mimeo. thesis(M.A.). Korean.

This study reviews from an institutional aspect the general characteristics of the college newspaper as a mass media, its actual state of production and management, and its practical function. In the general functional aspect of an academically oriented college newspaper, the problem of providing a standardised environment was raised. The college newspaper has the opportunity to be a very influential news mass media.

YIM, Ki-so
A comparative study of the press policy of the world's nations see **197.**

YU, Chong-il
Korean newspapers' editorials on European issues see **198.**

V. PRINT MEDIA

AHN, Chun-kun
Korean bibliography see **2.**

CHO, Ki-chung
A study of reading materials on marketing for primary, middle, and high school students in the capital see **163.**

83. **HU, Jong-yul**
A study of the management of the Catholic periodicals. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 58p. mimeo. thesis(M.A.). Korean.

The **Catholic Sibo** (the weekly magazine), the **Kyung Hyang Magazine** (the organ of Korean Bishop's conference), and the **So Nyun Magazine** (boys and girls magazine), are studied to find out how the periodicals carry out the purpose and activity of the church, and the problems encountered in doing this task. The results of the study suggests that the leaders of the Catholic church in Korea must not only give attention to the Decree on the Instruments of Social Communication, but also listen to the response and analysis of the Catholic publishing situation by the people of the Catholic church in Korea.

84. **KIM, Tae-moon**
A study of the goals of the psychological warfare directed at the troops of the Korean Forces in Vietnam. Seoul, Graduate School of Mass Communication, Seoul National University, 1972. 209p. mimeo. thesis(M.A.). Korean.

The purpose of the study is to survey the goals of the psychological warfare directed at the troops of the Republic of Korea Forces in Vietnam through a content analysis of the counterpart's leaflets which were disseminated in ROKFV's tactical area of responsibility during 1966-1970. Among the total of 102 leaflets, 35% were from North Korea, 21.56% from Viet-Cong and 43.14% did not indicate the source. The 35.64% of these leaflets were intended to praise Kim Il-sung and to improve the living in North Korea, and the other 36.64% for instigating anti-US and anti-Government struggles and for denouncing the President of South Korea and that of U.S.A.

KOREA Association of Newspaper Editors
Catalogue of periodicals: January 1959-August 1964 see **4.**

KOREA. National Assembly. Library
Catalogue of Korean magazines: 1896-1910 see **6.**

KOREA. National Assembly. Library
Catalogue of Korean periodicals: 1883-1945 see **5.**

85. **LEE, Kyong-ja**
A historical approach to magazines for women in Korea; based particularly on magazines published before 1945. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 132p. bibl. mimeo. thesis(M.A.). Korean.

This is a historical study of the **Korean Woman's Magazine** during 1905-1945 (Japanese colonial era), divided into four phases of 10 years each. It discusses the background, features, nature of journalism, and publication, in each phase. A content analysis of 18 women's magazines which were found to promote self-consciousness and modernisation among the women is also included.

86. **PARK, Kwang-sung**
A study on the character of weekly magazines in Korea, based on the Sunday Seoul and the Weekly Kyung-Hyang. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 146p. mimeo. thesis(M.A.).

The two most popular entertainment weeklies namely, **'The Sunday Seoul'** (53 issues totalling 4916 pages) and **'The Weekly Kyung-Hyang'** (49 issues containing 4636 pages) were content-analysed for one year in two spells of six months each. Analysis of the first six months (September 22, 1968 to March 31, 1969) indicated that nearly 50% of the contents in both magazines were related to entertainment and the feature articles mostly comprised sex, money and health affairs. The second analysis (May 1 to October 31, 1971) revealed considerable reduction in the coverage of sensational, erotic and low quality articles and reports. Readership, specially among women also increased. It is concluded that the magazines could do well if they catered to the needs and requirements of the people and the country (free from any external influence) in a more productive manner.

VI. BROADCAST MEDIA

87. **CHA, Chol-hun**
Reinforcing cultural programme broadcasting. Seoul, Association of Korean Broadcasters, 1967. 81p.

In this report on the seminar held for broadcasters between April 14 and 16, 1967, sponsored by the Association of Korean Broadcasters and the Ministry of Information, the main item of discussion was the problem of reinforcing cultural broadcasting. Cultural broadcasting, the listening tendency in the radio section, the cultural programmes of TV broadcasting are viewed from their social

educational functions and the prospects of Korean TV broadcasting and cultural programmes are studied in relation to the international trend in the television section.

88. **CHOI, Chun**
Broadcasting. 3d ed. Seoul, Ilchogak Publishing Co., 1969. 253p.

This book discusses the beginning of broadcasting studies in Korea, the emergence of radio and television, and the functions and characteristics of radio media and education by broadcasting. It deals also with programming, production of programmes, programme organisation, planning and presentation of TV programmes, commercial broadcasting and audience survey, station organisation, international stations and the broadcasting laws of other nations as well as broadcasting ethics.

89. **CHOI, Ke-hwan**
The announcer: a 10-year notebook. Seoul, Samhan Publishing Co., 1963. 243p.

This account of the author's experience of his 10-year service as announcer, includes a general discussion and brief history of Korean broadcasting, a section on useful broadcasting terms, and some announcer employment examination samples.

90. **CHOI, Kon-wha**
A study of TV viewing by children: adjustment and education of TV. Seoul, Graduate School of Pedagogy, Korea University, 1970. 102p. thesis(M.A.).

The study is designed to find out means of minimising the bad effects of TV viewing among children in Korea. Respondents to the study are the primary school students and their parents. Results show: 1. Pupils view TV at their leisure time, with an average 2 hours a day and 49 minutes each time continuously; 2. Pupils are exposed to entertainment programmes most (56.3%), followed by cartoons, fantasy dramas; 3. Most of the programmes are substandard; 4. TV programmes make children aggressive, feel afraid, and uneasy; and 5. Parents should control their children's TV viewing.

CHUNG, Ku-on
A study of computerisation of broadcasting system on TV broadcasting see 216.

91. **HUH, Wook**
Content-analysis of the serial drama of radio programmes in Korea. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 80p. illus. mimeo. thesis(M.A.). Korean.

The study seeks to find out the extent to which the theme, content and expressions of each drama are in accordance with the social and cultural values of Korean

society and the manner in which the theme of each story appealed to their feelings and emotions. A content-analysis of eight melodramas, presented by four key radio stations in Seoul during April 1970, showed that all the dramas had Seoul as their setting; the themes centred around personal relations like courtship and domestic happiness; and characters belonged to either the rich or middle class social stratum with an emphasis on values like wealth, love, family and success. Since the contents of the drama were not in keeping with real life, they were likely to have dysfunctional effects on society.

HWANG, Ki-o
Management of TV station in Korea see 167.

92. **INN, Woon-sup**
A study of the main factors of TV-viewing in Seoul. Seoul, Graduate School of Mass Communication, Seoul National University, 1969. 107p. mimeo. thesis(M.A.).

This survey conducted in 1963, 1966 and 1969 to find out the main factors of TV-viewing, including its tendency and status, in terms of the TV-viewing behaviour confirms the hypothesis that the station images may be correlated with the actual average viewing rates of a certain station.

93. **KANG, Dae-in**
A study of the social responsibility of broadcasting especially of the broadcasting ethics. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 110p. bibl. mimeo. thesis(M.A.). Korean.

This content-analysis of 519 entertainment programmes, 126 social education programmes and 676 news reports and comments during 1966 to 1971 on the Korean Broadcasting, revealed 40% entertainment programmes as of low-quality and indecent; 21% of social education programmes as violation of sexual privacy; and 46% of news reports as violations of privacy, of teenagers in particular. In other words, the broadcasting media was deficient in discharging its responsibility to society. This could be attributed to excessive commercial pursuits, political manipulation, sensational exploits, evil and consumptive trends. As such, it requires orientation to keep pace with the dynamic nature of social responsibility and to achieve harmony between the high (elite) and mass culture.

94. **KANG, Yong-suk**
Handbook for announcers. Seoul, Ingan-sa Publishing Co., 1963. 275p.

This handbook deals with the pronunciation rules of the Korean broadcasting terms, announcing techniques, and other professional knowledge (in and outside the studio) required for announcers. It also provides lists of standard languages and dialects, Chinese characters of frequent mispronunciation, Chinese idioms, collected examination

questions for announcer employment, annals of Korean broadcasting, and statistics concerning worldwide broadcasting networks.

95. **KIM, Kyu**
An introduction to broadcasting. Seoul, Omungak Publishing Co., 1969. 267p.

The book deals with programming and production of broadcasting and the general theory on broadcasting in Korea.

96. **KIM, Kyu**
Television broadcasting: theories and practice. Seoul, Tongyang Television Co., 1965. 271p.

The topics in this discussion of practical TV programme production in Korea, include: the nature of TV broadcasting; the public and social responsibility of broadcasting; characteristics of TV broadcasting; problems in programming; TV news; social programmes; educational programmes; dramas; newscasts; make-up; sports broadcasting; TV movies; settings for TV stages; announcing and production techniques; TV ads; and organisation of TV broadcasting. The appendix contains TV broadcasting terminology and bibliography.

97. **KIM, Sok-ya**
Good old radio dramas. Seoul, Yowon-sa Publishing Co., 1960. 270p.

This is a collection of nine dramas that the Korea Broadcasting Station had produced since its establishment to 1960.

98. **KOREA.** Bureau of Broadcasting Supervision
A decade of the Republic of Korea. Seoul, Division of Information, Ministry of Information, 1958. 326p.

Recording the special programme of the Korea Broadcasting Station (KBS) on the occasion of the 10th anniversary of the National Foundation in 1948, this book discusses among others, the 10-year history of the press in Korea.

99. **KOREA.** Culture Information Ministry
Present situation of Korean broadcasting. Seoul, 1969. 517p.

This reference book of data on domestic and foreign broadcasting in Korea includes information on broadcasting stations throughout the nation, government-run stations and commercial stations, government and private-run radio stations, television stations, organisations of broadcasting, foreign broadcasting markets, international organisations and their activities.

100. **LEE, Hai-gun**
Package programme development and study for TV

audience listening tendency analysis. Seoul, Graduate School of Economic Development, Songgungwan University, 1971. 85p. thesis(M.A.).

The study aims to develop TV package programmes for the analysis of audience listening tendency which is very useful for selecting good programme by means of computer. Among the items dealt with are comparisons of the audience listening tendency of three TV stations; listening tendency analysis; order of the audiences' favourite programme; best 10 programmes; and weekly programmes of the three stations (KBS, TBC and MBC).

101. **LEE, Ken-shou**
A study of the Korean radio and television industries. Taipei, Graduate School of Journalism, National Chengchi University, 1969. 101 p. mimeo. bibl. thesis(M.A.). Chinese.

This study describes the general condition and growth of Korean broadcast industry before and after its recovery, the present state of its radio and TV, the content-analysis of radio and TV programmes, and the review of the administration on radio and TV.

102. **NAH, Kon-sok**
A manual of AFKN (Awareness for Korean News) listening. Seoul, Shisa Yongo-sa Co., 1963. 247p.

This book provides usual idioms and phrases of English language broadcasting as well as instructions on how to identify stations by time announcement, weather report, spot announcement, newscast and VOA (Voice of America) news. It also discusses sound effects, and other show programmes and musical continuations. For reference, broadcast texts and full scripts of show programmes are provided.

103. **PAI, Tong-suk**
A study on the changes in Korean radio programmes between 1961 and 1971. Seoul, Graduate School, Dept. of Pedagogy, Ewha Womans University, 1971. 93p.

The study attempts to examine the factors that exert influence on developmental changes in radio programmes as a means to further develop radio programmes and cultivate the characteristics inherent to the radio medium, in such a way as to meet public needs, tastes and desires. For this purpose, programme time-tables of the four major local radio stations — KBS, MBC, DBS and TBC — during the past decade were extensively utilised as basic source materials.

104. **PARK, Chan-soon**
A comparative study on systems of broadcasting station; particularly in terms of ownership and control. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 108p. mimeo. thesis(M.A.). Korean.

In an attempt to suggest the most suitable broadcasting system in Korea, four systems, viz the monopoly system in Britain, the competitive system in the USA, the mixed system in Canada and Japan, and the West German system, were studied. This was followed up by an intensive study of the broadcasting system in Korea with regard to the emergence of the Korean Commercial Broadcasting Station in 1959 and later on culminating in keen competition among the MBC, DBS, TBC and KBS broadcasting systems. Competition has given vent to sub-standard programmes and undesirable collaboration between the media owners and the politicians-in-power to the detriment of the general public interest. It was suggested that the broadcasting system should keep itself free from government influence and excessive competition in order to render better service to the public.

105. **PARK, Ok-choon**
The effects of TV viewing on the psychological characteristics of the child. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 170p. illus. bibl. mimeo. thesis(M.A.). Korean.

A total of 258 5th grade 11 years old children who had been viewing TV for at least 5 years and 74 children who did not view TV, were divided into heavy, medium, light and nonviewers to determine the impact of TV on their personality, behaviour and cognition. The heavy TV viewers were found to be rebellious, independent and more active and unstable than others. The non-TV viewers, however, preferred to be exposed to radio, movies and nursery tales. The heavy viewers were low in scholastic achievement as compared to other groups. Further studies have been suggested to obtain a clear picture of independent antecedent and dependent variables.

106. **PARK, Sang-kwon**
A study of the production of Korean television drama. Seoul, Graduate School of Mass Communication, Seoul National University, 1972. 71p. mimeo. thesis(M.A.). Korean.

This study analyses the problems which exist in the production of television drama and examines the nature and characteristics of these problems which are contained in the current production of Korean television drama. Since, television drama is the most popular among television programmes, it is allocated the largest portion of television time and it is scheduled during prime or golden hour. It is suggested that the problems in Korean TV drama should be solved by elevating the quality of the film.

107. **SHIN, Sang-hyon**
Broadcasting and reporting. Seoul, Korea Itempool Question Bank, 1972. 102p.

This book describes the method of writing radio news reports, comparing them with those of the newspapers in Korea. It gives examples of good reports in political,

economic, social, foreign news, sports and other events, and describes the practical technique of recording. The appendix includes broadcasting terms, abbreviations and examples of report writing practice in Korea.

108. **TEN-YEAR history of the Pusan Munwha Broadcasting Company. Pusan, Committee for Company History Publication of Pusan Broadcasting Co., 1969. 395p.**

This description of the activities of the **Pusan Munwha Broadcasting Company** since its foundation on April 15, 1959 to the present, includes the Company's statute, regulations, foreign correspondent despatching rules, rules on contracted singers and voice actors, membership lists, selected addresses and broadcasting laws.

YUN, Pyong-dok
A positive study of Korean broadcasting advertising on the key stations of radio and television see 179.

109. **YUN, Won-jo**
A study of commercial management and organisation. Pusan, Graduate School of Business Administration, Pusan National University, 1972. 63p. thesis(M.A.).

This review of the history of broadcasting and the emergence of private-run broadcasting stations, discusses the characteristics and problems of the private-owned stations, and proposes several suggestions for an effective and more rational management of the non-governmental broadcasting stations. A list of private-run stations, documentary items used for the examination of their organisation and management, and a structural diagram of the management are also included.

VII. FILM

110. **AHN, Chong-wha**
Undisclosed history of Korean movies. Seoul, Chunchugak Publishing Co., 1962. 289p.

These recollections of behind-the-scenes stories of the early period of the screen art in the nation, recount episodes and events at the time of the introduction of this new art. It includes stories about actors and the staff of the silent pictures, the first movie company, the rise and fall of many stars and movie companies, the successful early films, the golden age of the business, the "good old days" of talkies, and the damage to the Korean movie industry under Japanese rule.

111. **CHOI, Hae-lyung**
Korean film as a popular art. Seoul, Graduate School of Mass Communication, Seoul National University, 1969. 93p. mimeo. thesis(M.A.).

The vulgarity and the standardisation of the Korean films appear as dominant factors in this content-analysis especially for the following reasons: 1. Most of the Korean film audiences are from the lower class of the big cities, and poorly educated rural dwellers; and 2. Film-making in Korea is still a deficit-making industry. The results of the study show that Korean films are seductively fabricated by the producers for popularity. The film industry devotes itself single-mindedly to the repetition of proven box-office hits. The Korean film could never be improved in quality without discarding the present vulgarity and uniform contents.

112. **HWANG, Wang-su**
Movie production techniques. Seoul, Audio-Visual Education Co., 1972. 412p.

This book offers, under 15 hearings, practical and fundamental know-how on making a movie: the process of movie production, the writing of a scenario, the nature of a movie, cutting, moving, basic knowledge of expression montaging, shooting, special effects, the technique of animation, sound effects and synchronous recording, finishing a film, editing, recording, and 8mm films.

KANG, Tong-gu
A practical study on the financial management of film rights see 169.

113. **KOREA.** Investigation Section of Information Ministry
The real state of movie theatres: as of January, 1963. v.4. Seoul, 1963. 107p.

This report on information offices and movie theatres throughout the nation is based on the survey conducted on January 31, 1963 to obtain basic statistics for decision on government information policy.

114. **KOREA.** Motion Picture Promotion Corporation
Regulations of international film festival. Seoul, 1973. 633p.

These regulations of all acknowledged international film festivals and unrecognised ones, if they continue annually, include regulations of the International League of Film Producers, a list of acknowledged international film festivals, recognised regulations on film festivals (27 regulations), the general rules of international film festivals, list of the three largest festivals, a record of Korean movies which participated in the world festivals, of awards, and of year-by-year participation.

115. **LEE, Yong-il**
History of Korean movies. Seoul, Samai-sa Publishing Co., 1969. 459p.

This book traces the history of movies in Korea from their introduction in the early 1900's to the present day.

It lists for reference purposes censoring rules of the government, previous regulations on movies imposed by the Japanese government under colonial rule, present government-imposed ethical codes on movies, and other texts of lectures on the subject.

116. **LEE, Yong-pung** ed.
Good old movies: an invitation to representative foreign movies. Seoul, Sangsogak Publishing Co., 1973. 340p.

The book contains general information concerning 77 old foreign films in Korea which it classifies into six groups: love themes, literary films, musicals, spectacles, westerns and thrillers.

117. **KIM, Kyu-dong**
A manual of movies, by Kim Kyu-dong and Lee Pong-nai. Seoul, Samjung-dang Publishing Co., 1960. 288p.

The authors write on the practical techniques and editing of a movie, general theories of the movie and their relation to poetry, the novel, fine art and music. Movie terms are given in the appendix.

118. **PYON, In-shik**
Revolt in screen beauty. Seoul, Taiguk Publishing Co., 1972. 455p.

This collection of movie criticisms also deals with the problems and future of Korean movies.

119. **SHIN, Pom-song** ed.
Korean movies. Seoul, Association for the Promotion of Korean Movies, 1972. 1573p.

This collection of objective material is concerned with the 2,273 home-made movies between the epoch-making period 1919-1970. Twenty-six items recorded for each film include: producing company, producer, planning, cost, classification of the film, colouring, opening date, size, original script, adaptation, director, shooting, lighting, art, music, developing, recording, editing, casting, synopsis of the story, opening theatre, box-office record, exporting, awarding and other special items.

120. **SHIN, Pong-sung**
Thought of images: screen essays. Seoul, Cho-kwang Publishing Co., 1972. 317p.

In this collection of movie criticisms and other essays, chapters deal with: 1. the stagnation of Korean films in 1971; 2. the author's experience in writing movie scripts; 3. names of famous directors; and 4. a collection of critical essays on the current situation in the Korean movie circles.

121. **Soh, Mi-ja**
A historical study on the Korean film actresses between 1903 and 1946. Seoul, Graduate School of Drama

and Film Studies, Chungang University, 1971. 98p. thesis(M.A.).

The social and artistic characteristics of Korean movie actresses between the periods (1903-1946) are reviewed from a historical viewpoint, with discussion of the historical background of Korean movie development, the national film and film actresses, and the similarity of the main actresses from 1903 to 1946. The appendix contains a chronological table of films between 1921 and 1961.

122. **WANG, Kyu-won**
The changing trend of the limitation imposed upon movies in Korea. Seoul, Graduate School, Dept. of Mass Communications, Ewha Womans University, 1972. 144p. thesis(M.A.).

The changes in the movie, imported into Korea toward the end of the Yi Dynasty are studied. The book discusses the development of movies in Korea, control rules imposed on movies by the colonial government of Japan, the introduction of talkie films, and subsequent control by the government, limitations imposed after the National Liberation in 1945, and the present regulations and restrictions by the government authorities.

123. **The WORLD of the silver screen: a modern film encyclopaedia. Seoul, Hakwon-sa Publishing Co., 1966. 338p. illus.**

The main content of the book discusses the movie history of Korea and other countries, the kinds of films, the process of making a movie, the special technique and tricks of shooting, episodes from the screen world, 10 best old movies, 10 best old actors and actresses, Academy Award winners from 1945-65 and movie terminology. The text is supported by still photographs of old movies, scenes of Hollywood studios and photographs of actors and actresses of international fame. This book was published as a supplement to the December 1966 issue of the monthly magazine, **Chubu Saingwhal** (Life of a housewife).

124. **YANG, Kil-ja**
Characteristics of early Korean movies. Seoul, Graduate School, Dept. of Mass Communication, Ewha Womans University, 1966. 91p. thesis(M.A.).

This study of the early period of Korean movies from 1919 to 1935, examines the characteristics and true nature of the movie screen of the period. It deals among other things, with the introduction of western movies, the characteristics of early Korean movies, and film production by foreigners.

125. **YU, Il-su**
Lectures on movie. Seoul, Yongu-su Publishing Co., 1959. 227p. illus.

This book is an introduction to the screen art written by new actors, students of the art and the general public interested in the screen. The first chapter is a guide to the art, and traces its history. The second chapter contains the technical know-how of movie-making including filming technique, colour movies, stereoscopic film, animation and editing. The third chapter discusses general theories of movies, and the last chapter deals with actors and acting.

126. **YUN, Chi-o**
Government control of movies and the improvement of government policy on movies. Seoul, Graduate School of Public Administration, Seoul National University, 1965. 169p. thesis(M.A.).

This study discusses the characteristics as well as the government support and control of movies and introduces the movie policies of other countries, reviews the functions of the government on home-made films, and points out the problems of improving government policies on movies.

VIII. TRADITIONAL MEDIA

127. **KANG, Yong-woo**
The mental structure of a community and communication behaviours as projected in folk songs. Seoul, Graduate School of Mass Communication, Seoul National University, 1972. 130p. mimeo. thesis(M.A.). Korean.

This study deals with the elucidation of an aspect of life or mental structure of a community as revealed in folk songs. A total of 1,142 labour-folk-songs were selected as a sample all over the country. The folk songs were content-analysed. The results indicated that the songs dealt with their harsh livelihood (21.4%), labouring life (21%), independence and diligence (4%), married life (8.1%), affection (11.7%), home management and family (16.7%), aphorisms (7.7%), atmosphere of religious belief (5%), and wishes and aspirations (5%).

128. **KIM, Kwang-ok**
A comparative study of Korean folk-ballads and modern popular songs. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 104p. mimeo. thesis(M.A.). Korean.

This content-analysis of the verses of 252 folk ballads and 81 modern popular songs aimed at studying the specific characteristics and social impact of popular songs, a great reflector of mass culture. It attempted specifically to discover their underlying themes, values, orientations and

directions. The study concludes by urging improvement of popular songs to make them conform to the feelings and behaviour patterns of their producers and the general public.

IX. LAW OF MASS COMMUNICATION

129. **CHANG, Yong**
The press and human rights. Seoul, Sonmyong Publishing Co., 1969. 465p.

This comparative study of Korean and American press freedom and responsibility, discusses the gap between national interest and individual rights and freedom of the press and libel, and compares the laws concerning the freedom of the press and the records of court rulings of the two nations. It also tries to find out the differences between the two nations in relation to freedom of the press and other legal interests of the people.

130. **HUH, Joon**
A comparative study of press codes with special emphasis on regulations of newspaper publications. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 100p. illus. mimeo. thesis (M.A.). Korean.

The newspaper publication regulations concerning press laws, registration and censorship in Korea, India, Spain, Sweden, Australia and South Vietnam are comparatively studied. While Korea, India, Spain and Australia adopted the registration system, Sweden and South Vietnam chose licencing. In addition, the news content of Spanish and South Vietnamese papers were subjected to strict censorship and detailed regulation. Indian and Korean publications were sent to the department concerned whereas Australian and Swedish publications were retained by the publishers for a period specified by law.

131. **KIM, Bong-gi**
The ethical background of Korean journalism. Seoul, Korean Information Service, 1965. 63p.

Written to serve as an introduction to the historical background and the present status of the Korean Press Ethics Commission for both Korean and foreign friends, this book in 12 chapters discusses the Press Code of Ethics, the standard of conduct for newspapermen, the Constitution of the Korean Press Ethics Commission (the Members of the Commission as well as its functions and working procedures) and the statistical review of cases handled by the Commission.

132. **KIM, Jae-hong**
The law and regulation of the press in Korea. Seoul, Graduate School of Mass Communications, Seoul National University, 1970. 110p. mimeo. thesis(M.A.).

This study of the history, law and regulations of the Korean press reveals that the Press Council Law has sided with the government authority, instead of allowing freedom of speech, press rights and profits.

133. **KIM, Kyu-chil**
A study of the thoughts and the problems of existing laws on the freedom of expression. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 169p. bibl. mimeo. thesis(M.A.). Korean.

This book makes a thorough review of traditional Oriental thought, Western theories and judicial precedents of the American Supreme Court in an attempt to seek new directions for future study and research on "freedom of expression." Consequently, several ambiguous legal terms of the National Security law and the Anti-Communist law of Korea were critically analysed. It is suggested that extremely abstract and likely-to-be-abused legal terms be reconsidered with a view to ensuring people's freedom of expression.

KIM, Yong-guk
A historical study of the press policy of the Korean government with reference to the process of political development see 185.

134. **KOREA Association of Newspaper Editors**
Press and basic rights of the people. Seoul, 1971. 148p.

This is a report of the seventh Seminar on Mass Communications co-sponsored by the Korean Association of Newspaper Editors and the Korean Association of Lawyers, on the theme "Civil Rights and the Press". On the topic "Human rights from the legal point", the seminar discussed the classical, modern and contemporary concept of human rights, and the Declaration of Human Rights; On the topic "Basic rights and the press", the participants discussed developing countries and the freedom of their press and President Roosevelt's four basic rights. In the general discussions, the problem of misreporting, and the press's mission of correcting undesirable elements in government policy were discussed.

135. **KOREA Association of Newspaper Editors**
The press and the law. Seoul, 1967. 164p.

This report on the third Seminar on Mass Communication held in Seoul from March 2 to 4, 1967, contains the papers covering topics such as the Legal thoughts on the press; Press and the positive law, and Self-control of the press. Laws concerning the press are compared with cases in the United States, Japan and Korea. The legal

aspects of mass communication, relations of the press law with other laws, and special relations between the laws are discussed. Freedom of the newspaper, responsibility of the press, reporting and interpreting attitudes, defaming, freedom of others, and privacy are also discussed.

KOREA. Motion Picture Promotion Corporation
Regulations of international film festival see 114.

136. **KOREAN Press Ethics Commission**
Korean press ethics. Seoul, 1965. 217p.

The demand to learn about the growth and development of the Korean press and the role of the Korean Press Ethics Commission, especially with regard to press turmoil, has been particularly strong among the members of the press in Korea. Part one of this book attempts a fairly minute description of the circumstances in which the Commission was established, including its functions. Part two deals with the problems peculiar to the Korean press for which the Commission was created as a partial solution. Part three is a statistical recapitulation of the Commission's accomplishments.

LEE, Yong-il
History of Korean movies see 115.

137. **KOREAN Press Ethics Commission**
Press ethics of world nations. Seoul, Korea Information Service Inc., 1963. 118p.

This book seeks to explain the importance of press ethics by describing the historical background of the Press Ethics Organisations. It contains the draft of the United Nations' international press ethics statement, the declaration of principles for the world's newsmen by the International League of Newsmen, and the press ethics of the United States. The chapter on "Ethical principles of the world and the current situation" involves 20 nations, including Korea.

138. **LEE, Sang-chol**
A study of the social responsibility of the press: especially on privacy and libel. Seoul, Graduate School, Dept. of Mass Communications, Chungang University, 1969. 181p. thesis(M.A.).

Discussing theories of social responsibility of the press and freedom of the press and the relation between freedom and responsibility, this study deals with the concept of privacy, theoretical ground of privacy, privacy and freedom of expression and privacy and the government power. The nature of libel, types of libel and conditions for defence against libel are discussed. The study concludes that the criminal and civil laws of the nation have regulations controlling libel; but in practice, only those cases involving powerful and known people are dealt with in accordance with the law concerned. Cases of individuals

in general are neglected. The study recommends the social recognition and the effective implementation of the law on the issue.

139. **LIN, Chiu-shan**
The development of the press self-discipline system in Korea 1st ed. Taipei, Institute of Korean Studies, The China Academy, 1968. 64p. bibl. illus. Chinese.

This book describes the development of the Korean press, the improvement of speech, press self-discipline, the birth and system of the Press Ethics Committee, and the jobs undertaken by the Committee.

140. **MOK, Chin-ja**
Self-regulation of Korean broadcasting ethics and its problems. Seoul, Graduate School, Dept. of Sociology, Ewha Womans University, 1969. 138+6p. thesis(M.A.).

The study, dealing with the members of the Korean Broadcasters' Ethics Committee and the broadcasters, is intended to discover the inter-relation, correlation, recognition and attitudes of mutual acceptance. It is mainly focused on broadcasting and the problem of ethics, and the activities of the Ethics Commission and its relations with those engaged in broadcasting. A six-page appendix contains the questionnaires used in the interview with members of Korea Broadcasters' Ethics Commission and other broadcasting stations.

NAM, Song-hyon
The functions and situation of PR see 175.

141. **OM, Ki-hyong ed.**
Press ethics of Korea. Seoul, Korea Press Ethics Commission, 1965. 244p.

Explaining the significance of the presence of the **Press Ethics Commission** by describing its function and by describing the background of the birth of the Commission, this book discusses the decisions of the Commission over the past five years. Statistics and materials of the Commission are also included.

TEN-YEAR history of the Pusan Munwha Broadcasting Company see 108.

142. **YU, Pong-yong**
Freedom of press and publication. Seoul, Graduate School. Dept. of Law, Korea University, 1967. 131p. thesis(M.A.).

This is a study of the interpretation and limitation of the concept of freedom of the press and publication, especially by analysing the legal theories of **"Bad Tendency"** and **"Clear and Present Danger"** of the United States. Despite the political and social differences of the history of Korea and the United States, the study finds justified

condition for limiting the basic freedom in the "clear and present danger" principle; that is, the rule should be applied in the implementation of other laws, such as the Anti-Communist law and the National Security law, which are both apt to restrict the freedom of individual.

YU, Pung-no
Advertising: theory and practice see 178.

YUN, Chi-o
Government control of movies and the improvement of government policy on movies see 126.

X. COMMUNICATION IN DEVELOPMENT

143. **ABAYA, Hernando J**
Report of a study-observation tour. Quezon City, IMC UNESCO-UNFPA Project on Family Planning Communication, University of the Philippines, 1973. 740p.

This is a study of the communication activities observed in Indonesia, Malaysia, India, and Korea, including campaign strategies, approaches and traditional shows leading to the adoption of family planning practices. It cites also the communication agencies involved in the propagation of family planning knowledge.

144. **BAUTISTA, Paulina F**
A review of trends in family planning information campaigns in some Asian countries. In **University of the Philippines, IMC-UNESCO-UNFPA Project on Family Planning Communication. Second progress report, March-April, 1972. Quezon City, Institute of Mass Communication, University of the Philippines, 1972. p. 101-150. bibl. (IMC technical report no. 2-4).**

Trends in family planning information campaigns in eight Asian countries, Singapore, Korea, Taiwan, Hongkong, People's Republic of China, Japan, Malaysia, and India, are reviewed in this book.

145. **Chang, Kwi-yong**
Study of the mass communication in Korean agricultural villages, focussing on the process of development in a developing society. Seoul, Graduate School of Social Development, Chungang University, 1972. 175p. thesis(M.A.).

This study examines the relations between social development and Mass Communication, the types of receiving messages, the functions of Mass Communication in agricultural life and the structure of Mass Communication and

agricultural village development. For the most effective utilisation of mass media in the development of farming countries, the study concludes, there must be a final feedback to the people.

146. **CHOI, Dal-young**
A study of social change and communication in modernisation. Seoul, Graduate School of Mass Communication, Seoul National University, 1974. 46p. mimeo. thesis(M.A.).

There are two broad problem areas in the theoretical study of social change. The first concerns the factors or mechanisms which produce change; the second concerns the general characteristics of the course of change. In utilising mass media system for national development, the author claims, it is not possible to build up a single theory because methods are determined by the social situations.

147. **CHUNG, Chai-won**
Communication and the development of Korean agricultural villages; the role and tasks of communication for social change of the villages. Seoul, Graduate School of Public Administration, Seoul National University, 1966. 170p. thesis(M.A.).

This study outlines the kinds, functions and systems of communication, and the relation between political, social, economic development and communication, analyses the characteristics of the structure of Korean agricultural society, and discusses the influence of communication on the development of farming villages. The conclusion adopts the viewpoint of Daniel Lerner and stresses the need effectively to utilise communication for speeding up the introduction of information and its dissemination for community development.

148. **FELICIANO, Gloria D**
KAP survey findings in Asia: implications for training and developing family planning communication materials, by G.D. Feliciano and Monina S. Movido. In University of the Philippines, IMC-UNESCO-UNFPA Project on Family Planning Communication. Third progress report, May-June 1972. Quezon City, Institute of Mass Communication, University of the Philippines, 1972. p. 311-358. bibl. (IMC technical report nos. 3-15 and 4-16).

The paper limits itself to findings on knowledge of, attitudes toward, and practice of (KAP) family planning in Ceylon, Hongkong, India, Indonesia, Iran, Israel, Japan, Korea, Malaysia, Thailand and Turkey, and relates this to Korea's family planning communication methods.

149. **KANG, Ho-sung**
A study of the correlation between modernisation and communication. Seoul, Graduate School of Public Administration, Seoul National University, 1965. 103p. thesis(M.A.).

The study is a historical and bibliographical approach on aspects of relations between modernisation of a society and communication. Analysing the difference between personal communication and mass communication, for which the study says mobile personality is necessary for effective results, it stresses the role of communication in unifying the masses of the agricultural villages and the elites of the cities. It reviews the problems and process of modernisation in Korea. For better socio-political, economic modernisation, the study concludes that communication between the government authorities and the public is essential.

150. **KIM, Han-gu**
Community development and the role of mass communication in relation to the New Community Drive. Seoul, Graduate School of Community Development, Chungang University, 1972. 69p. thesis(M.A.).

This is an effort to review with theoretical background local development and the role of Mass Communication in the development of a less-developed society. In connection with Korea and the New Community Drive, the study discusses the role of mass media, in particular, from the viewpoint of mobile personality formation and empathy making.

151. **KIM, Jong-wan**
A study of communications of the rural communities in Korea. Seoul, Choong Ang University, 1971. 240p. thesis(M.A.). Korean.

The study analyses the process of human communication and the effects of its pattern on social development. Mass media alone could not eradicate illiteracy and improve conditions. This would necessitate identification of local opinion leaders to act as communication sources to the villages, adopting a two-step flow of communication. This is more important in areas inhabited by people who are poor and of low intelligence who resist change because of suspicions about new information. The opinion leaders acting as a secondary medium of information could be instrumental in communicating with the people.

152. **KIM, Min-whan**
A study of the process of communication on agricultural renovation. Seoul, Graduate School of Mass Communication, Korea University, 1972. 137p. thesis(M.A.).

The study aims to find out how information and influences are disseminated through positive studies of field surveys at three villages of Changhung-gun, Chollanamdo Province. It gives answers to the question raised by the hypothesis of the two-step flow theory such as: 1. Does

an exposure to mass media increase information? 2. Does exposure to mass media increases innovativeness? 3. Does exposure to mass media heighten opinion leadership? 4. Does the first information for renovation come from mass media? and 5. Is mass media the main dissemination of information?

153. **KOREA Association of Newspaper Editors**
Newspaper and economy. Seoul, 1969. 109p.

This is a report of the fifth Seminar on Mass Communication, held between November 8 and 19, 1968 in Seoul. The first topic — **"Economic development and the role of the press"** — discusses economic development and Mass Communication in the economic development of developing countries and of Korea. The second topic — **"Economic development and reporting"** — deals with interaction between mass communication and economic development, the promotion of information media, and three functions of mass communication. On the problems of the Korean press, the participants discussed whether the Korean press is on the right path of development; and if not, what is the reason. It also reviewed the financial conditions and their relations with the politics of Korean newspapers in previous years.

154. **LEE, Ha-bok**
Study of the effect of print media in the agricultural society. Seoul, Graduate School of Social Development, Chungang University, 1972. 110p. thesis(M.A.). Korean.

This study is an effort to find out the role and distribution of the print media in the Korean villages. Information includes: 1. Excessive concentration of media in the capital; 2. Ignorance and negligence of media on agricultural issues; 3. Importance of the media in leading the traditional social order to modernity; 4. Government coordination with the media without limiting their rights; 5. Governmental corruption, influence on the media; and 6. Owners of the media are not journalists but businessmen.

155. **LEE, In-won**
Mass media and the theories of development. Seoul, Graduate School of Mass Communication, Seoul National University, 1969. 119p. mimeo. thesis(M.A.).

This study reviews the role and theory of mass communication in national development and suggests methods of utilising communication in national development.

156. **LEE, Pyong-tai**
A study of the role of communication in the development of Korean society. Seoul, Graduate School of Social Development, Chungang University, 1970. 159p. thesis(M.A.).

This study reviews the relations of social development and the expanding role of mass communication, stresses the importance of its growing significance, discusses the concept of modernisation in Korean society, and compares the relations between government information service and other mass communication systems just after the National Liberation in 1945 and in recent years. The study concludes that a less developed society has a less active mass communication system, and stresses the media's role of instruction for the general public. It recommends the effective utilisation of the media in a developing society.

XI. MASS MEDIA IN FORMAL EDUCATION

157. **CHA, Sok-gi**
Study on utilizing audio-visual materials in education and their effect. Seoul, Graduate School, Chungang University, 1959. 214p. thesis(M.A.).

This is a study of an experiment conducted with film audio-visual methods among Fourth Graders of a Seoul primary school which had great educational effects, specially when accompanied by interpretations. Dynamic films, rather than stills, were more effective. Text book teaching, for its abstractness had variable impact in education, according to individual students.

158. **HONG, Tok-chang**
A study on audio-visual education in Korean primary schools: based on audio-visual education in Government-designated schools. Seoul, Graduate School, Chungang University, Dept. of Pedagogy, 1964. 397p. thesis(M.A.).

As audio-visual education in Korea is being revised, this study of government and non-government organisations, 113 Government-designated and 140 other primary schools, was conducted by the interview and questionnaire method. The results of this study indicate that designated schools had more effective audio-visual classes in cities; that villages had more effective audio-visual teaching; that 52% of the teachers did not understand the significance of the method; that 90% of the schools using the audio-visual method found the method very effective; that few teachers had training in the teaching method using audio-visual material; that 18% of the schools had no teachers in charge of the audio-visual class; and that an average of five hours is spent on the organisation and preparation of the class.

159. **KOREA.** Ministry of Education
School radio broadcasting. Seoul, Board of Audio-Visual Education, 1970. 173p.

This reference book, which is based on the opinions and demands expressed by teachers was intended for their use during the first semester of 1970. It provides an introduction to school radio broadcasting and discusses the basic programming of school broadcasts, arrangement of curriculum and broadcasts, and points of effective school broadcasting.

160. **KOREAN Federation of Education Associations**
A study of the establishment of an education station. Seoul, 1971. 81p.

This study argues that the establishment of educational broadcasting is a vital extension of school education, because of its effectiveness in teaching fundamental contents. It stresses the need to re-enforce the basic presentation of school radio programmes rather than to enrich programmes. This also applies to school TV broadcasting. The book outlines the different kinds of school stations, the current situation of school radio and television broadcasting in other countries, and the status quo in Korea. It also discusses the organisation and operation of school stations and the programmes to be utilised, and makes suggestions for future plans.

161. **KOREAN Federation of Education Associations**
Study on promoting educational broadcasting. Seoul, 1971. 81p.

This is a study of the establishment of the educational broadcasting station, which the Federation plans. It discusses the concept and significance of educational broadcasting and studies Korean and foreign educational broadcasting. It surveys the current situation in schools; includes data on the number of radio sets at each school, the receivability of national TV broadcasting, and electronic facilities at each school.

162. **YOM, Hong-chon**
A study of the educational utilisation of school TV broadcasting. Seoul, Graduate School of Pedagogy, Korea University, 1971. 131p. thesis(M.A.).

The study points out factors and problems which obstruct the effective use of school television broadcasting in the school of education. The paper reviews the utilisation of TV in schools of major nations of the world, and TV broadcasting development of Korea. It also examines students and their media exposure and interests, and the feasibility of TV utilisation in their out-of-school activities. The results of the study indicate lack of coordination between the content of TV broadcasting and the school education curriculum. The lack of understanding on the part of teachers and families is a main cause of the low utilisation rate, and reconsideration by the education authorities is urgent.

XII. ADVERTISING, MARKETING, PUBLIC RELATIONS AND MANAGEMENT

ADVERTISING dictionary. Edited by Mun Chun-shik, Kim Tong-gi and Cho Kwan-haing see 1.

163. **CHO, Ki-chung**
A study of reading materials on marketing for primary, middle and high school students in the capital. Seoul, Graduate School of Business Administration, Korea University, 1973. 110p. thesis(M.A.).

Using the experimental and survey method, this study involved 418 primary school students (1/2,000), 318 middle school students (1/1,000) and 198 high school students (1/1,000) and surveyed 45 of the total 789 publishing companies selected at random. The survey analyses current marketing structure, sales prices, sales promotion, and trends among purchasers. The result shows that students read more books about general interest, while primary students prefer magazines, middle school students prefer reference books and high school students prefer general interest books. Students buy books for the sake of the content but as price affects their decision, they want the price to be discounted. Book sales were rarely affected by mass media ads. The study recommends unified advertising of several publishers to save advertisement expenditure.

164. **CHOI, Kwang-woong**
A study of the effect on advertisement of consumers' buying motives; an approach on the basis of communication. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 110p. thesis(M.A.). Korean.

It is assumed that consumers selectively exposed themselves to advertisements and bought goods accordingly and that their buying methods, attitudes, and final act of buying were determined by a mixed stimulus derived from their predispositions and reference groups. In an experimental study, 100 middle-class housewives of Seoul and Pusan cities divided into two groups, were exposed on TV advertisement to different brands of the same flavour. Analysis of the exposure data collected through a questionnaire on similarity or dissimilarity in their preference and the degree of favourable attitude and frequency of exposure led to the partial acceptance of the above hypotheses. The study concludes that TV advertisements should be geared more towards developing favourable attitudes among the consumers.

CHUNG, Yun-baik
A review and prospects for government PR; a new method of government PR see 181.

165. **HONG, Sun-jong**
Measurement of the effect of advertisements on the sales of general medicine. Seoul, Graduate School of Business Administration, Korea University, 1964. 108p. thesis(M.A.).

To understand the present situation of sales and advertising of medicinal manufactures with materials and statistics collected from the representative drug dealers, the study reviews the development and prospects of common medicines and their sales and effect of advertising. Analysis of the media effectiveness of the advertising for medicine sales indicates that the cost of advertisement is commensurate with the sales. Bad quality and fake goods have low sale records, sales with gifts and discounted sales also show low effectiveness.

166. **HWANG, Chang-gyu**
A practical study on newspaper advertisement of Korea, the United States and Japan. Seoul, Graduate School, Dept. of Commercial Science, Korea University, 1961. thesis(M.A.).

An overall discussion and comparison of data on newspaper advertising of the three nations — Korea, Japan and the United States, this study views the significance of advertising, the concepts, characteristics, importance of newspaper and current tendency advertisement in Korea. Data of price, per capita income and price, income from advertising and other statistics in the three nations are also included.

167. **HWANG, Ki-o**
Management of TV station in Korea. Seoul, Graduate School of Public Administration, Seoul National University, 1962. 113p. thesis(M.A.).

This intensive survey of the overall situation of TV management and distribution in Korea, including statistical studies of other nations, deals with the current situation of TV set distribution; its rate of increase; TV charges and the price of TV advertisements; the ratio of TV and radio sets in other nations; the increase of TV sets in relation to the increase of population; gross national products and per capita income; the general tendency in TV programming; and an opinion survey of Korean TV programmes.

168. **HWANG, Young-il**
An analysis of the nature of the Korean broadcasting advertisements. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 279p. illus. mimeo. thesis(M.A.). Korean.

This study investigates the functions of the Korean Commercial Broadcasting and the reasons for the low-quality advertisements, in addition to their dishonesty, exaggerations and unreliability. The advertisement messages of three broadcasting stations, MBC, DBS and TBC

recorded on October 26, 29 and November 2, 1971 respectively were content-analysed. This was followed by a content-analysis of 436 cases of violation of broadcasting ethics, as outlined by the Korean Broadcasting Ethics Commission. The programme sponsors were very keen to introduce variety into their advertisements in order to cater to the requirements of a larger audience, even at higher advertisement cost. It was concluded that co-operative efforts of the respective commercial broadcasting stations should introduce strict self-regulation for quality programmes, reinforced by constant research study, and adequate training of the professionals in advertisement.

169. **KANG, Tong-gu**
A practical study on the financial management of film rights. Seoul, Graduate School of Business Administration, Korea University, 1967. 83p. thesis(M.A.).

This study examines 11 of the existing 17 Korean movie production firms and the current financial management of film production rights, and points out the irrationalities of their management. Prepared to help improve the chronic financial failure of the movie firms, the study criticises current government tax policy for these firms and proposes a new way to improve the management of the movie firms and a better tax policy for the Government.

KIM, Kyong-yop
A study on systematising the government's PR policy see 184.

170. **KIM, Won-chol**
An introduction to advertising. 5th ed. Seoul, Pakyongsa Publishing Co., 1971. 456p.

In an effort to give a clear understanding of advertising and its economic advantage in modern business administration and social contribution in Korea, the four chapters deal with 1. Advertising economy; 2. Advertising management; 3. Advertising media; and 4. Advertising technique.

171. **KIM, Young-sun**
A study of singing commercials in Korea with special reference to Gilliland's method. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 111+6p. illus. mimeo. thesis(M.A.). Korean.

This study analyses the contents of the singing commercials from the musical standpoint. It tries to spell out the characteristics of singing commercials reflected in different phases of the historical patterns and in relation to different merchandises; and finally in view of Gilliland's framework of analysis. 238 songs which were on the air from 1962 to 1973 were analysed. It was found that singing commercials in Korea have been closely related to the popular rhythms and performing styles of the time. They also have been largely influenced by foreign singing commercials. At this juncture in other developing countries, borrowing of foreign culture poses an important issue.

172. **KOREA Press Association**
Seminar of business and advertising department directors throughout the nation. v.2. Seoul, 1968. 109p.

This report of the seminar held between May 13 and 14, 1968 under the sponsorship of the Korea Press Association, discusses the problems of newspaper advertising in preparation for the forthcoming TV era in Korea. Panel discussions dealt with pending issues of advertising, measures to unify the size and production and servicing advertisements, means of controlling the contents, the stabilisation of costs, new ideas and promotions, and costs of advertisements in other countries.

173. **LEE, Tai-ho**
A practical study of newspaper advertisements in Korean dailies. Seoul, Graduate School of Business Administration, Korea University, 1969. 203p. thesis(M.A.).

This study discusses the problems which the current Korean newspaper advertising faces, and reviews the overall characteristics and theoretical aspects of newspaper advertisements. It examines the quantity and cost of newspaper advertisements and the current situation of the present newspaper advertising departments. Current problems of advertising are set out through questionnaire survey, and the prospects of an advertisement award system, the increase of papers for wider space, and the establishment of an Audit Bureau of Circulation (ABC) are reviewed.

174. **LEE, Uy-hyun**
A study of the principles of personnel administration in the newspaper industry. Seoul, Graduate School of Mass Communication, Seoul National University, 1972. 218p. mimeo. thesis(M.A.). Korean.

The study examines the general principles of personnel management in Korean newspapers and suggests the operation of personnel management.

175. **NAM, Song-hyon**
The functions and situation of PR. Seoul, Graduate School of Public Administration, Seoul National University, 1961. 105p. thesis(M.A.).

The study examines the Government Information Service and public relations activities since the military revolution in May 1961. It discusses the fundamental nature and objectives, the sphere and planning of PR, and compares the U.S. government policies in its New Deal policy with Korea's PR policy in relation to the military revolution. It analyses the PR policy of local governments and current media dissemination, and the intellectual level of the local public. Manpower, financial administration, equipment, activities and plans, of the third PR organisation is also

discussed before several concrete proposals are made in a conclusion.

176. **PARK, Sung-gyu**
A study on advertising agencies centering on the organisation and functions of each field. Seoul, Graduate School, Dept. of Commerce Science, Korea University, 1961. 89p. thesis(M.A.).

The study deals with marketing and advertising, the development history and the nature and function of advertising agencies, the organisation and system of the agencies, the commission system as basic source of finance. It concludes that further studies in marketing are needed, while export marketing needs strong government support. The training of salesmen, scientific analysis and study of market research are recommended.

177. **RU, Chong-so**
A study of the process of advertising communication. Seoul, Graduate School of Mass Communication, Seoul National University, 1972. 125p. mimeo. thesis(M.A.).

This study examines the flow of advertising communication to find out the factors of advertising effectiveness, and to draw a general theory for the measurement of the effects of advertising in Korea.

178. **YU, Pung-no**
Advertising: theory and practice. Seoul, Ilchogak Publishing Co., 1964. 358p.

This book describes theories of advertisement and their application in practice, explaining the techniques of effective advertising. The appendix contains the control law and enforcement regulations of advertising, ethical regulation of broadcasting, the draft broadcasting law and the regulations of TV advertisements in Korea.

179. **YUN, Pyong-dok**
A positive study of Korean broadcasting advertising on the key stations of radio and television. Seoul, Graduate School of Business Administration, Korea University, 1969. 211p. thesis(M.A.).

Information contained in this study include: 1. Pending problems of Korean broadcasting advertising; 2. Theoretical review of broadcasting advertisements; 3. Present situation of Korean broadcasting; and 4. Managerial problems of broadcasting, based on data collected through questionnaires. The study concludes that the advertisement department of each station requires a structural reorganisation and the fees should be re-defined at a more realistic level. It recommends the establishment of an advertising award system and the improvement of advertising agencies.

XIII. GOVERNMENT COMMUNICATION

180. CHO, Chang-wha
The theory and practice of overseas propaganda; a study of the cultural and informational activities of foreign missions in Korea. Seoul, Graduate School of Mass Communication, Seoul National University, 1969. 137p. mimeo. thesis(M.A.).

The Korean model of propaganda is examined by analysing the cultural and information activities of foreign missions in Korea. A vast survey is made of 15 foreign missions in Korea for comparative analysis. It is suggested that the government overseas propaganda should study this experience so that it can produce comparatively better and more unified overseas propaganda.

181. CHUNG, Yun-baik
A review and prospects for government PR; a new method of government PR Seoul, Graduate School of Public Administration, Seoul National University, 1961. 430p. thesis(M.A.).

This socio-psychological study of government PR and of the change of the people's attitude in the process of democracy in the nation analyses the factors influencing attitude changes and deals with the PR patterns and practice of other governments. Korean government PR is reviewed between the Korean War (1950) and post-May 16 military revolution (1961). In conclusion the study offers suggestion for a frame of reference and points to improvements required by the urbanisation of agricultural villages, industrialisation of the country, the distribution of media, and the improvement of government-run TV stations.

182. HAN, Ki-uk
Analysis of social factors in an effective government information policy. Seoul, Graduate School of Public Administration, Seoul National University, 1964. 133p. thesis(M.A.).

This study discusses how Government controls the freedom of the press: social structure and characteristics of the press, media utilisation and the flow of mass communication in Korea. Conclusions arrived at include: 1. The role of the press in society is stressed but its freedom is restricted considerably by special laws such as Anti-Communist law and Press Ethics Commission; 2. Authoritative leadership works dominantly in decision-making and thus it is easier to persuade people by making the opinion leaders understand first the nature of the development programmes.

183. HWANG, To-yon
Study of the self-supporting accounting of communication bureaus. Seoul, Graduate School of Public

Administration, Seoul National University, 1966. 95p. thesis(M.A.).

This study discusses the significance and structure of the self-supporting accounting system of public enterprises, and the reasons why government-run enterprises adopt this special accounting system. It views the historical background of the self-supporting accounting system of communication departments of the government, and its structure and function. It also reviews the development of the system since 1962 and points out its problems and makes suggestions for improvements. It concludes that the significance of the self-supporting accounting system of the communications service not only lies in financial independence but in the structural and functional independence of the enterprise.

184. **KIM, Kyong-yop**
A study on systematising the government's PR policy. Seoul, Graduate School of Public Administration, Seoul National University, 1965. 134p. thesis(M.A.).

This study takes a sociological approach toward a most effective government PR policy in Korean process of modernisation. It deals with problems in PR, and the practical aspects of PR activities of the Government by comparing those of the U.S. government and of the Korean government. It discusses several problems of the general principles of PR theories and policy-making, and their implementation. It concludes that as the purpose of Government PR lies in the integration of people, and their opinions, the Government should establish its PR policy in close co-ordination with mass media to play an effective role as disseminator in the social structure.

185. **KIM, Yong-guk**
A historical study of the press policy of the Korean government with reference to the process of political development. Seoul, Graduate School of Public Administration. Seoul National University, 1968. 253p. thesis(M.A.).

It reviews how the government, since the National Liberation in 1945, has changed its press policy and what role the press has played in the decision-making of the government. It concludes that the press showed stronger resistance when the government restricted the freedom of press solely for the purpose of maintaining its power. The resistance grew further when the existence of the press and freedom of the people were threatened. The study stresses the need to protect a free press with self-responsibility, on the grounds that press freedom without the right to criticise the governmental power is of no value.

186. **KOO, Ja-ho**
A study of public opinion manipulation in modern society. Seoul, Graduate School of Mass Communication, Seoul National University, 1972. 82p. mimeo. thesis(M.A.). Korean.

This book deals with the concept and the effects of public opinion and its manipulation in Korea including propaganda and psychological warfare. The author criticises the attitudes of the manipulators and suggests the establishment of ethical codes.

187. **KOREA.** Ministry of Information
Newspaper distribution of the nation as of January 1963. Seoul, Investigation Bureau of Information Ministry, 1963. 264p.

This is the second volume of a report of the nation-wide survey on information distribution by the Ministry, conducted to obtain basic statistics for information policy-making. The survey included door-to-door investigation of mass media distribution including domestic dailies, foreign dailies, Sunday papers and other newspapers, excluding news-stand sales and distribution through offices. Results showed the circulation of major dailies as follows: **Chosun-Ilbo** 108,349; **Dong-A Ilbo** 183,510; **Hankook-Ilbo** 140,776; **Kyungyang-Shinmun** 68,890; **Seoul Shinmun** 48,740; **Taihan-Ilbo** 17,532; **Korean Republic** 2,740 and the **Korea Times** 2,526.

188. **KOREA.** Ministry of Information
Report on the national public opinion poll, 1962. Seoul, 1962. 318p.

This is a report of a nation-wide opinion on overall issues of broadcasting, conducted by the Information Ministry to help with the reinforcement and rearrangement of broadcasting programmes for farming and fishing villages. Of the total 4,382,801 households (December 1960 census) the poll selected 4,500 samples at random from each stratum and collected answers from 3,991, about 88.7% of the samples. Questions asked for source of information, listening frequency of each station, hours and time of listening, selection of programmes, favourite programmes, on national broadcasting stations, increase of radio sets, and comparison of radio and other media. The poll also asked about other issues such as the Third Economic Development Plan, the industrial zone in Ulsan, the exclusive use of Hangul (Korean alphabet) and other issues.

189. **LEE, Pyong-sang**
A study of the functions of mass communication in the government administration of Korea; the feedback functions of media and national goals. Seoul, Graduate School of Public Administration, Seoul National University, 1968. 138p. thesis(M.A.).

This study examines the functions of mass media, particularly its feedback function, and explains the relations between the feedback and administration when there exists gaps between government output and environmental demands. Reviewing the historical background of the Korean government and its administration, the study offers an analysis model of feedback and national goal and the

intermediate administrative structure. The study concludes that the feedback function of the general public toward the government administration hinges on the sense of values and the mission of mass communication elites. In view of this it is said that leadership in mass communication is very important.

LEE, Yong-il
History of Korean movies see 115.

YUN, Chi-o
Government control of movies and the improvement of government policy on movies see 126.

190. **PAI, Chung-sop**
Government and the press; focusing on government control of the press in newly developed countries. Seoul, Graduate School of Public Administration, Seoul National University, 1966. 125p. thesis(M.A.).

The paper discusses the relations between the Government of a developing country and its press; and how the press can successfully carry out its task by influencing the Government in an effective manner. It also analyses the current problems facing the Korean press. The study concludes that both the press and the government should recognise their limitations and should co-operate to complement each other. The government should make efforts to maintain democratic atmosphere, while the press tries to practice self-control.

XIV. INTERNATIONAL AND INTERCULTURAL COMMUNICATION

191. **AHN, Yun-sook**
The function of mass media as the transmitter of foreign culture. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 72p. mimeo. thesis(M.A.). Korean.

Korean audiences have enjoyed western popular music for two decades since the late 1960s. In the popularisation of western popular music, the author claims that mass media seem neither to create new values nor to help their audience accept foreign culture and values more easily and flexibly. The function of mass media in the transmission of foreign culture is more complex, and a psychological approach should be used.

CHO, Chang-wha
The theory and practice of overseas propaganda; a study of the cultural and informational activities of foreign missions in Korea see 180.

192. **CHOI, Ho**
Western press perspectives toward Asia: a study of the bias and distortion of information. Seoul, Graduate School of Mass Communication, Seoul National University, 1970. 109p. mimeo thesis(M.A.).

The September and October, 1969 issues of the **New York Times, The Times, Asahi Shinmun,** and **Chosun Ilbo** have been chosen for analysis and comparison. The method of this study depends on the categories and units of the content-analysis. It is found that the tendency of bias and distortion of western press through the articles about Asia is reaffirmed by the content-analysis. The correction of this tendency and the responsibility for the quality of Mass Communications requires a desirable balance of responsibility among every one who is dealing with mass communication.

193. **KIM, Duk-hyung**
Korean newspapers' view of Communist China. Seoul, Graduate School of Mass Communication, Seoul National University, 1972. 112p. mimeo. thesis(M.A.). Korean.

The purpose of the study is to analyse how the Korean press, specifically its daily newspapers, view Communist China. In this study, 41 editorials and 88 news articles published between 1966 (the year in which the Cultural Revolution started in Mainland China) and 1971 (the year in which Peking was admitted to the United Nations) in the **Chosun Daily** newspaper were analysed. The analysis revealed that Korean news media largely depend on the news agencies in the United States in describing Communist China.

194. **KIM, Yu-won**
A study of the reporting of foreign news in Korean newspaper under the martial law. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 87p. mimeo. thesis(M.A.). Korean.

The study reveals that newspapers, carry more foreign news when censorship is exercised than when censorship is not applied, as in the April 1960 students uprising and the May 1961 coup d'etat, under martial law. This study suggests that newspapers' foreign news reporting has a close relationship with Korea's internal political situation which are due to the forcible exclusion of domestic news, especially political news.

PARK, Chan-soon
A comparative study on systems of broadcasting station, particularly in terms of ownership and control see 104.

195. **PON, Chai-hyong**
A study on the management of international telecommunication business of Korea. Seoul, Graduate School of Business Administration, Korea University, 1968. 204p. thesis(M.A.).

The study aims at contributing to the forthcoming Korea Tele-communication Corporation by pointing out the problems of sales-management system through a comparative review of advanced technique of international tele-communication of other nations and the developing process of Korea. The study concludes that the tele-communication business, being a form of government administration, is under the influence of political administration and is thus very bureaucratic. As the lack of trained technicians in the field is acute, there is urgent need for turning over the business to private enterprise.

196. **WHANG, In-tae**
A comparative analysis of domestic and foreign news release about Korean events. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 55p. mimeo. thesis(M.A.). Korean.

The study is an analysis of the prejudices that may underlie domestic and foreign news releases. More specifically, it deals with the reporting attitudes of foreign news agencies on Korean events, as revealed in the two major newspapers of Korea, that is, **Dong-A Ilbo** and **Seoul Shinmun**. Nine communist-related events that had taken place between 1964 and 1972 were carefully selected as a sample, and analysed through Berelson's method. The results revealed that the articles released purely from foreign news agencies won extraordinary treatment only three times, compared to those sent home by special correspondent which were handled in top column 31 times. It was noted that Korean newspapers showed little response to news originating in countries other than the United States of America, Japan and several other Communist countries.

197. **YIM, Ki-so**
A comparative study of the press policy of the world's nations. Seoul, Graduate School of Public Administration, Seoul National University, 1964. 199p. thesis(M.A.).

This study reviews how press freedom is secured in advanced countries where social responsibility of the press is claimed and how the press of such nations control themselves. The study compares the position of the press in the political process of developing countries, advanced-developing countries and Korea according to the standards of the **United Nations Department of Social Affairs, Freedom of Information**, volumes 1 and 2. The result of the study defines freedom of the press as not meaning total lack of legal restriction and practical guarantee of constitutional freedom, freedom of reporting, freedom of media, fairness of media and measures for false reporting. The study suggests better relationship between press organisations and the government.

198. **YU, Chong-il**
Korean newspapers' editorials on European issues. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 60p. mimeo. thesis(M.A.).

The study examines how Korean newspapers' editorials observe, transfer and interpret European social and political issues. A total of 140 editorials about European issues of the **Dong-A Daily** newspaper from January 1, 1963 to December 31, 1972, were content-analysed. The result revealed that the editorials took more interest in the issues which bring about a new European order, than in the issues which were traditionally discussed.

XV. SOCIAL CONTEXTS OF THE MEDIA

199. **AHN, Moon-ki**
A study of the characteristics of communication exposure and decision-making behaviour of baptization in Catholic religious groups. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 99p. mimeo. thesis(M.A.). Korean.

This study explores the pattern and flow of communication and decision-making process among the catechumen in Catholic church. For this purpose, a survey-type research was performed, and modern communication theories were adopted to the catechumen's communication behaviour. The results of the study are summarised as follows: 1. The more media is personal, the more effective it is for changing opinion or attitude; 2. To study communication flow effectively, information flow must be distinguished from influence flow; 3. Religious change would not occur in a short-term period immediately after communication.

200. **CHOI, Hyo-bae**
A study on the credibility gap between communication and source — a survey of the attitude of municipal officers towards newspaper contents. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 100p. illus. mimeo. thesis(M.A.). Korean.

109 third class officers of the City Hall of Seoul metropolitan city and about 70 reporters from various mass media (from print to electronic) constituted the respondents of the study. The data collected by direct personal interview on questionnaires, revealed a big credibility gap between communicators and source, the gap being more pronounced in the event of the sources being swayed by their personal interests and values. The study concludes that the sources themselves should be free from their personal biases in order to ensure smooth functioning of the media.

CHOI, Kwang-woong
A study of the effect on advertisement of consumers' buying motives; an approach on the basis of communication see 164.

201. CHOI, Young
A study of novels in the Korean daily papers on mass cultures' viewpoint with specific reference to novels in Dong-A and Chosun-Ilbo from 1960-1969. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 70p. illus. mimeo. thesis(M.A.). Korean.

The study reviews and analyses the general characteristics of social novels in the Korean newspapers. A content analysis of 24 serial novels published by **Dong-A Ilbo** and **Chosun-Ilbo** during 1960 and 1969 showed Seoul as their setting and the themes generally covered love affairs, adultery and immorality with middle class characters whose values reflected affection, business success, money and fidelity. The goal of arousing the readers' sense of morality by high-lighting unhappy and inconclusive endings was hardly accomplished, as it did not serve the wider interest of the public. The newspapers' novels would, therefore, be much more effective if they not only depicted the social problems confronting the present generation but also suggested ways and means of ameliorating them.

202. JUNG, Yung-ae
A study of the influence of mass communication and personal communication on the purchasing behaviour of Korean urban females. Seoul, Graduate School of Mass Communication, Seoul National University, 1972. 80p. mimeo. thesis(M.A.).

This study discusses the possibility of applying to Korean society the five-hypotheses of communication flow and behaviour which have been already verified in the United States of America. The five hypotheses are the two-step flow of information, the influence of mass media, the role of opinion leaders, the functions of reference groups and the amount of exposure of mass media and the buying behaviour. The survey method was employed using 15 free-entry-style questionnaires. The sample size was 329. The results were very complicated. The role of opinion leader in buying behaviour was not important in the study. When the purchasing stages were divided into three stages (awareness, information and adoption), personnel influence was weakest at the awareness stage, showing 45%-52% ratio of mass media vs. personal communication whereas at the information stage, this ratio gap grew greater (37%-56%) and at the adoption stage, this already enlarged gap grew further to a 31%-61%.

KIM, Chang-kyu
A Q-sort study of news interest see 39.

203. KIM, Kook-tae
The social, political and cultural characteristics reflected in Korean short stories. Seoul, Graduate School of Mass Communication, Seoul National University, 1970. 93p. mimeo. thesis(M.A.).

This study of how the themes of short story writers vary according to social changes and how they present the common characteristics, is based on research into the short stories written in Korea from 1955 to 1970. The results show that themes were generally similar, and usually vary according to social changes. The main theme during the Liberal Party period was the problems of poverty. In the Student Revolution period, the main theme was the Korean War, while in the period of the Military Revolution the main theme was corruption in government and society. Altogether the writers show their own value-system through their works in which they aesthetically reconstruct present day phenomena by describing the various situations which the characters in their short stories come up against.

KOO, Ja-ho
A study of public opinion manipulation in modern society see 186.

KOREA. Ministry of Information
Report on the national public opinion poll see 188.

204. **LEE, Chai-hyon**
Communication behaviour of Korean leading groups. Seoul, Graduate School of Public Administration, Seoul National University, 1961. 429p. thesis(M.A.). English & Korean.

The results of a survey comprising 581 respondents gives the following consensus: 1. Frequent exposure does not necessarily mean high information ability; 2. Credibility of the audience toward the media and information do not go together; 3. Frequency of exposure toward serious content of media does not increase their impact; 4. Confidence in the media by an audience does not match the impact he receives from the content; and 5. The impact of a mass medium is decided by the frequency of the audience's exposure to the content and his credibility toward the medium.

LEE, Pyong-sang
A study of the functions of mass communication in the government administration of Korea; the feedback functions of media and national goals see 189.

205. **LEE, Yong-wha**
The religious mass media and their audience. Seoul, Graduate School of Mass Communication, Seoul National University, 1972. 90p. mimeo. thesis(M.A.). Korean.

The purpose of the study is to determine the communication behaviour between religious mass media and their audience, as well as the influence of mass media in changing a person's belief. A total of 168 religious people were surveyed. Results show that, 1. Members of the religious groups are remarkably selective in their contact with the mass media; and 2. Personal influence is more effective than that of mass media when it comes to changing a person's belief.

206. **LEE, Yung-joon**
A review of the theory of mass society. Seoul, Graduate School of Mass Communication, Seoul National University, 1972. 86p. mimeo. thesis(M.A.). Korean.

The purpose of this study is to explain the confusing concept of mass society and to examine mass tendencies in Korean society. In Korean society, structural characteristics are seen, but few psychological consequences of mass society exist. The structural characteristics — such as the centralised oligarchy and the weakness of intermediate structures have resulted not from the emergence of counter elites and industrialisation but from the tradition of despotism.

207. **MOON, To-bin**
A study of the characteristics of the media contact and group dynamics of the Troop Information and Education Team in the Korean Armed Forces. Seoul, Graduate School of Mass Communication, Seoul National University, 1970. 103p. mimeo. thesis(M.A.).

The study deals with the personal communication activity of the TI (Troop Information) and E Team (Education Team) in the Korean Armed Forces. By using both the survey and experimental methods, the author tested the concepts of selective exposure and two step flow of information among the members of the TI & E Team in the military force. The concepts are generally supported by the results of the study.

208. **OH, Doo-boon**
Ego-involvement in the fear appeal communication. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 87p. mimeo. thesis(M.A.).

This study examines the effect of fear appeal in the ego-involvement situation. A pre-test-post-test 2 x 2 factorial research design was employed. The subjects, freshmen in the high school, were divided into two groups according to the possession of round worms and non-possession of round worms (involved vs. not involved). The low and high fear appeals depicting the danger of round worms were given to the subjects, respectively. The attitudes toward the message were measured twice immediately and one week after the experiment. Data were analysed by using the analysis of variance. Results shows that high fear message produced greater attitude change in the subjects compared to low fear message. Also ego-involved subjects had greater attitude change than those non-ego involved subjects.

209. **PARK, Hyun-je**
The effects of censorship on the source credibility and the receptivity of news content in press. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 83p. bibl. mimeo. thesis(M.A.). Korean.

An experimental study to investigate the relationships between press censorship and the source credibility of Press, and Readers' attitude toward the press. The investigator tested three hypotheses: 1. If press censorship be increased, source credibility of the press would be decreased; 2. If source credibility of a press be increased, attitude of readers toward the press contents would be increased positively; 3. If press censorship be increased, therefore, attitude of readers toward the press contents would be decreased. Results show that the first and the second hypotheses were supported by the obtained data but not the third hypotheses.

210. **PARK, Wha-jin**
A study of the relationship between the personal and the social backgrounds of Korean journalists and their attitudes toward the government policies. Seoul, Graduate School of Mass Communication, Seoul National University, 1974. 95p. mimeo. thesis(M.A.).

276 reporters from **The Seoul, The Kyungghyang, The Dong-A, The Chosun, The Chungang,** and **The Habkuk** daily newspapers were the respondents of the questionnaire constructed for the study, which proved that the Korean journalists with ages from 31 to 35, showed a tendency to go against the government policies. Their income has a close relationship with their attitudes toward government policies.

211. **SHIN, Houn-ock**
The characteristic of the communicative behaviours in the military group. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 126p. mimeo. thesis(M.A.).

This is a study, on the exposure model, of mass media in the military group, and the relation of the number of exposures to the media and the opinion of the group. A questionnaire was used and distributed to 356 correspondents. It was found that the increasing exposure to mass communication increased the informal communication, and builds up consensus among the members for solving many problems and issues.

212. **SHINN, Hyun-ok**
A study of the patterns of communication behaviour in the military group. Seoul, Graduate School of Mass Communication, Seoul National University, 1970. 126p. mimeo. thesis(M.A.).

By observing the interactions among the members of the military group, the author found that the increasing exposure of mass communication increased the information communication in the group.

213. **YANG, Hee-wan**
Effective communication for high morale in small groups; a study of achieving good communication and under-

standing in the army. Seoul, Graduate School of Mass Communication, Seoul National University, 1973. 72p. bibl. thesis(M.A.).

The study sought the relationships between communication and the level of morale, and defines the general problems in communicating between officers and the enlisted men of the Korean army. The samples comprised 100 officers, 50 enlisted men from a downtown garrison company, and 50 from a service company. Data were gathered through questionnaire based on Keith Davis' morale factors. Analysis of the data confirmed the three hypotheses set forth in the study which indicated that the sample groups were above average in level of morale. Poor scores on leadership and emotional factors attracted special concern as there occurred serious failure in the higher-lower relationships and in off-the-job activity. Communication between higher and lower groups was related to the total level of morale. The report includes some suggestions on effective communication for leaderships.

214. **YOO, Sung-sam**
A study on reliability of rumour in society through the analysis of correlation between rumor and quality of information offered by mass communication. Seoul, Graduate School of Mass Communication, Seoul National University, 1971. 93p. mimeo. thesis(M.A.). Korean.

The study aims to find out the relationship between rumour as a personal communication and information transmitted by mass media. It studied the correlations among four variables namely, reliability and readers' interest in news and the quality and reliability of rumor with reference to ten articles of important events. Ninety-three out of a randomly selected sample of 100 Korean respondents answered the questionnaire. Found clearly were high reliable information (Mass media) and low rumour contents; high information interest of the readers and high rumour content; and high rumour content and high reliability of rumour by the readers.

215. **YUN, Kyong-tai**
Public opinion polls and sampling: specially on the development in the United States. Seoul, Graduate School, Dept. of Political Science and Foreign Affairs, Korea University, 1961. 117p. thesis(M.A.).

The study seeks an ideal method of sampling for Public Opinion Polls for the Korean society by examining the history and problems of the issue in the United States. The study deals with, 1. Significance of sampling, its social conditions and theories; 2. Method of sampling and its development — quota control and random sampling, the size of sample and its credibility; 3. Comparison of quota control and random sampling. The study finds against blind following of the theoretical principles of other nations and recommends adequate analysis and evaluation of social, situational and psychological conditions of the indigenous society.

XVI. COMMUNICATION TECHNOLOGY

216. **CHUNG, Ku-on**
A study of computerisation of broadcasting system on TV broadcasting. Seoul, Graduate School of Economic Development, Songgyungwan University, 1971. 85p. thesis(M.A.).

The study deals with the initial steps in using computers in television programme production and programming. It discusses the method of computerising the broadcasting system; programme classification and coding; the broadcasting survey; the model production of programmes and the process of TV drama production. On programme operation, the paper deals with automatic broadcasting of programmes and mechanical organisation of broadcasting system.

217. **KOREA Press Association**
Seminar of directors of printing bureaus. v.1. Seoul, 1968. 99p.

In this report of the first Seminar of Directors of Printing Bureaus of Newspapers Throughout the Nation, held between February 15 and 17, 1968, the participants discuss the overall process and problems of newspaper printing, from casting metal types, selection of the types, type setting, picture printing, to the final steps of printing. Improvement of mechanical equipment, health of engineers, danger of hasty work, relations of engineers and editors, more attractive newspaper printing, and repair of the rotary press were also discussed.

PON, Chai-hyong
A study on the management of international telecommunication business of Korea see 195.

XVII. MASS COMMUNICATION PERIODICALS

218. **BANGSONG yunli (Broadcasting Ethics)**
1966 — monthly. Korean Broadcasting Ethics Committee, Seoul, Korea. Korean.

This journal includes newsy articles on broadcasting and broadcasting ethics, mainly related to current developments in Korea.

219. BULLETIN of the Institute of Communication Research
1964 — annual. Graduate School of Mass Communication, Seoul National University, Seoul, Korea. Korean.

This bulletin includes articles on Mass Communication studies in Korea and occasional papers from other non-Asian countries but relevant to Asian scholars. It includes a table of contents and a summary of the articles in English.

220. JOURNAL of the Korean Society of Journalism and Mass Communication Studies
1968 — annual. Korean Society of Journalism and Mass Communication, c/o Graduate School of Mass Communication, Seoul National University, Dong Sung Dong, Seoul, Korea. Korean.

This journal publishes original articles on Mass Communication studies in Korea, and includes some reports on other parts of Asia. A table of contents in English is given.

221. JOURNALISM quarterly
1970 — quarterly. Journalists Association of Korea. Rm. 210, 31 Taepyongro, 1 Ka Chungku, Seoul, Korea. Korean.

It reports on the Korean journalism with a section of news briefs on government representations and media people.

222. JOURNALISM research
1972 — quarterly. Journalism Student Body, Dept. of Journalism, EWHA Womans University, Seoul, Korea. Korean.

This journal publishes research studies done by students of the Department of Journalism, EWHA Womans University.

223. JOURNALISM research
1968 — quarterly. Kwan Hoon Club, Rm. 207, Press Center, 31 Taepyongro, 1 Ka Chungku, Seoul, Korea. Korean.

This journal consists of reports on research development in the Korean and world press.

224. KBS information service
1975 — M. Foreign Relations Division, Korea Broadcasting System, Seoul, Korea.

This newsletter covers mainly the broadcasting activities of the Korean Broadcasting System. It has also a news items of general interest to broadcasters as well as their audience and a section on personality and activities in world-wide broadcasting.

225. **SHINMUN pyungron (Journalism Review)**
1962 — quarterly. Korean Press Institute, Press Center of Korea, Rm. 209, 31 Taepyongro, 1 Ka Chungku, Seoul, Korea. Korean.

This journal includes a wide range of articles of interest to Korean newspapermen. A table of contents in English is given.

226. **WOMAN'S journal**
1972 — quarterly. Korean Women Reporters' Club, Rm. 208, 31 Taepyongro, 1 Ka Chungku, Seoul, Korea. Korean.

The journal reviews events and happenings in the field of journalism in Korea.

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